

National CLEANER AND DYER

First in the Drycleaning Industry Since 1910

A REUBEN H. DONNELLEY PUBLICATION

APRIL • 1959



WHILE this coin-operated plant does well during the day



It makes even more money while the plantowner sleeps See page 28



Cosmetics in your system can shorten solvent life

—use **HYFLO**

**...it keeps your
solvent clean,
lengthens cycles**



By removing all insoluble impurities and dirt from your solvent, J-M Hyflo® lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



TNT

NEW

can your sizing pass the
*Thumb Nail Test?

Why Dry Cleaners Like

BUCKEYE TNT DRY SIZE

- TNT Sizing will not stick, gum, or build up on press plates, covers, or steam irons. TNT sized garments finish faster — lowers production costs.
- Easy to use. TNT Size may be used by any of the popular sizing methods—dip tank, spray method, or in the wheel.
- Lower cost. Because of the concentration of TNT Sizing, it brings cost down and customer satisfaction up.

Why Customers Like

BUCKEYE TNT DRY SIZE

- Absolutely No Scratch, Flake or Marking!
- Crease resistance. TNT enables fabrics to bounce back and resist excessive wrinkling.
- Gives garments that new drape and hang that assures customer satisfaction.
- Lustre and sheen. TNT enhances the "new look" of any fabric.
- No odor. No complaints when TNT sized garments are worn.

What happens when you scratch your sized fabrics with your thumbnail? Do they flake or mark? You no longer have to put up with unsatisfactory performance from old-fashioned sizing.

A modern new development in sizing called BUCKEYE TNT DRY SIZE passes the Thumb Nail Test with flying colors . . . ABSOLUTELY NO FLAKING OR MARKING.

Contact your nearest jobber for information on this and other Buckeye products.

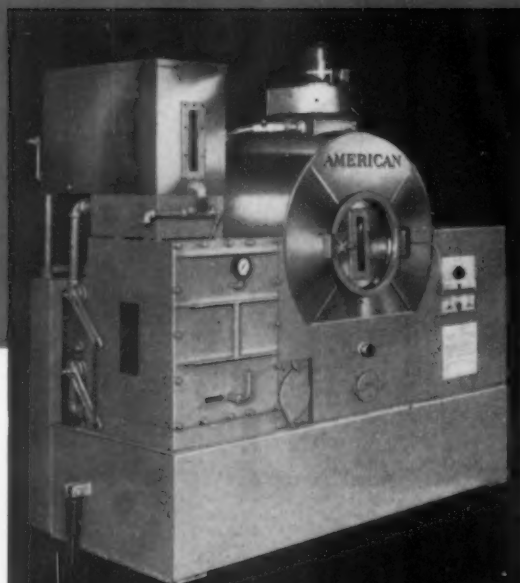


Producers of Quality Products for the Dry Cleaning Industry Since 1884

**SATISFY YOURSELF—SATISFY YOUR CUSTOMERS WITH TNT—THE ONLY SIZING
THAT PASSES THE THUMB NAIL TEST!**

NATIONAL CLEANER & DYER, April, 1959. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 50, No. 4 Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

American's
★ new
Lexington 30 ★



you get more from

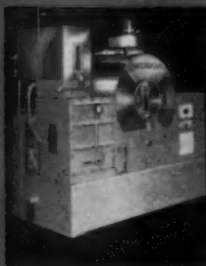


occupies

less area

than

a press!



unbelievably low priced!

Volume of work increasing . . .
available floor space fast disappearing?

You'll find the Lexington 30, American's new 30-lb. synthetic cleaning unit, is the perfect answer to this frustrating situation. A complete single-bath cleaning system in one low-cost, space-saving machine! Washer-Extractor, solvent tank, filter, muck accumulator and still are all incorporated in a single, compact unit that fits easily into a 3 x 6½ ft. area.

Completely automatic controls, spring mounting, stainless steel cylinder, tub and still body, and many other deluxe features are also included in this revolutionary design.

Find out today how the new American Lexington 30 will give you the greatest production per square foot of floor space . . . at the lowest possible cost! Call your local American dealer, or mail the coupon for complete information.

A ★★★★★merican

American Cleaners Equipment Company
Division of The American Laundry Machinery Company
Cincinnati 12, Ohio

ACE-8

Please send complete information on the new Lexington 30.

Name _____

Care of _____

Address _____

City _____

Zone _____

State _____

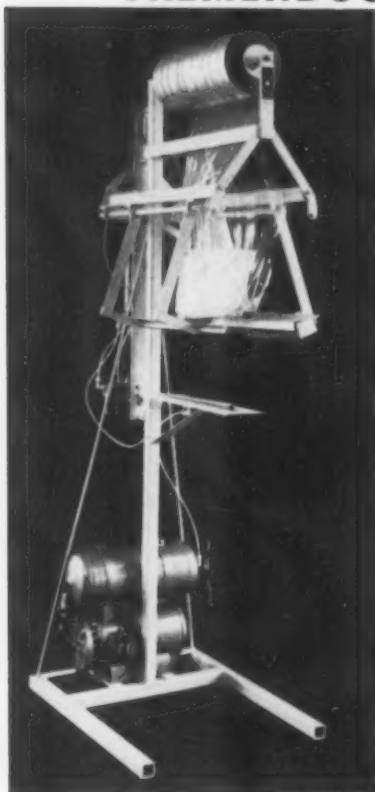
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high speed production
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BOOKS • LINGERIE • PARTS & ACCESSORIES • AND MANY OTHERS**

Tremendous versatility, ease of operation solve numerous packaging requirements in both large and small industry. Developed by engineers experienced in the manufacturing of packaging equipment.

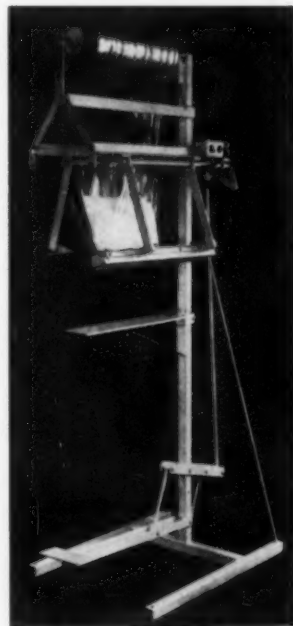
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Check these *plus* features

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- Adjustable tray provides positive control of bag width.
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- Safety engineered with manual release and completely enclosed heating unit assembly.
- Compact, space-saving design.
- Full year warranty on all mechanical parts.
- Full visibility eliminates need of electric eye when using printed film.
- Packages one or more items in same bag.
- Completely field tested.
- Low unit cost makes it economically feasible to purchase multiple units for various plant locations.

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CORPORATION

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"CLEANED"

but no longer a match?

Solvent stain can make a cleaned skirt look dull beside its uncleared jacket—and may make your customer look elsewhere.*

Premium DARCO®, especially developed for modern cleaning systems, keeps your solvent clean. This powerful super-activated carbon is particularly useful with light-colored soaps.

Remove color, soil and fatty acid from your solvent with a daily dosage of Premium DARCO. You cut filter clean-out work, reduce make-up of costly detergent, practically eliminate distillation. One-pound power pack is easy to use, accurate and clean. Order Premium DARCO today from your distributor.

* Redepositing of colors, fatty acids and non-volatiles allowed to accumulate in solvent.

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APRIL, 1959

The National
CLEANER & DYER

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Writer's Cramp



Yours truly was caught by the candid camera while busy signing the award certificates for the recent spotting contest. As we reported in the February issue of NATIONAL CLEANER & DYER, there were hundreds of entries and a high proportion of winners.

Many entries came in after the deadline, but those with passing grades still received certificates. The thing they missed was having their names published with the other winners. At this writing we are still receiving entries from many overseas readers. The total is up somewhere around 400.

Each winner's name and his plant name have been hand-lettered on the certificate by our art department. Then I had the pleasant chore of signing each one.

The real work, however, was done by our very capable Cort Antonson who first formulated the questions and then personally graded every paper. He has our sincere thanks and congratulations on a job well done.

The same goes for the winners. There is nothing wrong with an industry that has so many people completely wrapped up in their work. I am not referring to the plantowners. After all, they have a big stake in their business.

Most entries came from spotters, not owners. These are just fellows and girls on someone's payroll. But their interest in the job goes beyond the mere punching of a timeclock. And that is good for the industry.—Art Schuelke

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook Issue: \$1.00.

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Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.



Conductivity Control

efficiency and performance **proved** in over 6,000 drycleaning plants

Enjoy the benefits of advanced research through controlled drycleaning in the MYCEL PROCESS. Over 7,000 Conductivity Control units are in successful operation in drycleaning plants over the nation. Original units, installed in 1953, are still providing trouble-free service with optimum drycleaning results. STREET'S Conductivity Control with 4% Formula 886 and separate purified rinse delivers top quality drycleaning consistently. Wetcleaning and spotting are practically eliminated. Users report less wrinkling and shrinkage; truer, brighter colors; whiter whites and easier, faster finishing. Sales and profits increase with more satisfied customers.



Pictured at the left is the sturdy sensing element in Street's Conductivity Control Unit. This unit, placed directly in the line, accurately measures electrical conductance in the charged solvent itself. It lasts the life of the installation, eliminating any replacement cost, and its reliability remains constant, always.

CANADIAN PATENTS
NO. 530,043 AND 534,730.
OTHER PATENTS PENDING.

R. R. STREET & CO. INC. 561 West Monroe Street, Chicago 6, U.S.A.

Over 83 years of dependable service to the textile maintenance industries

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New Location and Equipment Spell More Profit for Suburban Cleaner

Switch from petroleum to perc unit cuts labor costs in half . . . saves on solvent expense



Attractive new store of the Colonial Cleaning Company, located in Cuyahoga Falls, Ohio.

When construction of a new expressway forced the Colonial Cleaning Company to move from Akron to Cuyahoga Falls, Ohio, plant manager Phil Adelman also decided to switch from his old-fashioned equipment to a new perchlor unit. After careful study of the various machines on the market, he installed a Manitowoc Model 35 2-bath machine complete with two Manitowoc-Olson tubular filters, 40 GPH still and super speed recovery tum-

bler. This equipment replaced two 100 lb. and one 125 lb. petroleum washers, two 5,000 gal. filters, a 250 gal. still, one 48" extractor and three 100 lb. drying tumblers. Running a continuous 8-hour shift, the Manitowoc machine easily surpasses the volume of the numerous former units . . . and with greater economy.

Lower Labor Cost

With the old units Mr. Adelman employed 10 people. Now,

the new plant is easily worked with half the personnel! The old machinery required three times the space of the new unit, with washing, extracting and tumbling each handled by a separate machine. The Manitowoc Model 35 takes care of the entire job with only two pieces of equipment.

Top Solvent Mileage

Mr. Adelman has discovered that perc lasts longer with the exclusive solvent-saving features of the Manitowoc system. The Diverti-Flo solvent diverter is a fool-proof, mechanical connection which positively prevents the inter-mix of soap and rinse solvents. Two Manitowoc-Olson filters, each with a capacity of 2,000 GPH, do a perfect filtering job. (And cleaning is simple . . . no messy bags to work with.) For the most efficient distillation, a 40 GPH "No-Surge-Over" still* purifies the solvent without surging-over or foaming-over.

Highest Soil Removal and No Shrinkage

Tests conducted by the solvent supplier for Colonial Cleaning

*Pat. Applied for

Mr. Phil Adelman, manager of the Colonial Cleaning Co., with Manitowoc Perc Unit.



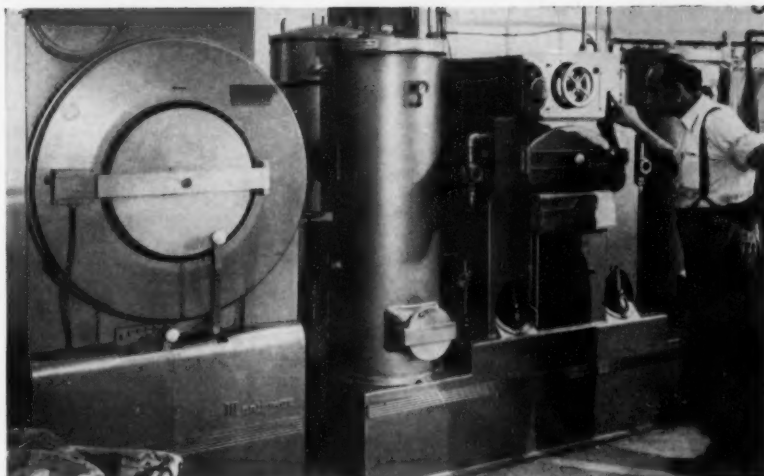
Co. disclosed the following results: soil removal, 97.7%; water soluble soil removal, 96.4%; no shrinkage; good stain removal; and 0% to 0.7% fading. As Phil Adelman puts it, "The contrast between our old work and today's garments is nothing short of amazing. We no longer have trouble with streaks or swales . . . greying has been eliminated."

No Fire Danger . . . Lower Insurance

Because perchlor is not flammable, insurance premiums are reduced. The Colonial Cleaning Co. experienced two tumbler explosions in the old equipment . . . both in a two month period. The machines were completely destroyed, together with the garments inside.

Modernize now to Increase your profit

Take a tip from Phil Adelman and switch from money-losing, old-fashioned cleaning methods to a new Manitowoc synthetic system . . . 2-bath or single bath. And for a perfect all-around service, Manitowoc offers a full line of finishing and spotting equipment. Contact your helpful Manitowoc jobber now for all the facts.



Automatic push-button control of cleaning allows Mr. Adelman to wait on trade while the machine is running.



Super-speed recovery tumbler recovers up to a gallon of solvent from 35 lb. load. Entire processing time is 50% faster than former unit.

MANITOWOC

MANITOWOC ENGINEERING CORP.

A Subsidiary of The Manitowoc Company, Inc.
Manitowoc, Wis., Dept. MS-2.



Rush further information on the following:

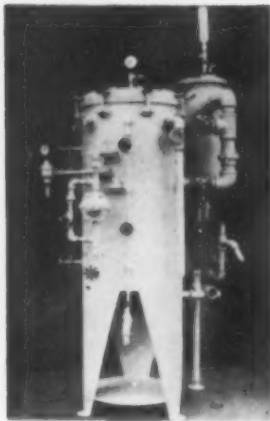
- ☐ Perchlor Dry Cleaning Systems
- ☐ Tumblers
- ☐ Filters
- ☐ Petroleum Dry Cleaning Systems
- ☐ Stills
- ☐ Spotting and Finishing Equipment

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____

NEW PRODUCTS

AND LITERATURE

MAFS Muck Cooker



MAFS Corporation has introduced a new muck cooker which the company states is unique in design and permits a versatile method of keeping any filter free of powder or muck, maintaining low filter pressure with the benefits of maximum filter flow daily.

According to the manufacturer, as the solvent circulates from the filter to the cooker, the entire powder content of the filter is transferred to the cooker. This is true of any bag, tube or screen type filter. After all solvent and soap have drained from the muck back to the cleaning machine, the cooker extracts the solvent from the drained muck.

Designers of the MAFS cooker feel that simplicity for the cleaners will mean troublefree operation since this cooker does not use any motors, gears, after-coolers, screens, wrenches or steam chests. MAFS points out another advantage of the unit—a self-cleaning still coil so that grease and still residue will not reduce the rate of distillation.

For additional information on

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

the cooker write MAFS Corporation, 53-07 Van Dam St., Long Island City, N. Y.

New Press Pad Literature

American Felt Company has announced a booklet on its new Nylopress Pad for laundries. Nylopress pads, constructed of Feutron, American Felt's line of mechanically interlocked synthetic fiber felts, are being introduced to laundries in several standard weights or manufactured to individual plant specifications. Rolls or cut pads are available from distributors.

Recently completed field tests, according to the manufacturer, indicate superior resiliency, heat control and long life, as well as the economical advantages of a semi-permanent laundry press pad. The new booklet contains swatch samples of Nylopress and details on weights and operating features. Jobbers and plant-owners are invited to write American Felt Company, General Offices, Glenville, Conn., for copies and further information.

Butler Finishing Booklet



A free booklet, entitled "Modern Principles of Finishing," is now being offered to drycleaners by the Butler Manufacturing Company.

Written by George Schlemmon, Butler's press and finishing consultant and a veteran of more than 30 years in his field, the booklet contains helpful facts and actual experiences for finishing departments.

Discussed in the 44-page booklet is finishing of pants and coats, showing the most up-to-date methods, according to Butler.

A free copy may be obtained

by writing to George Schlemmon, Butler Manufacturing Company, 7400 E. 13th St., Kansas City 26, Mo.

New Petroleum Solvent



A petroleum-base solvent that deodorizes from woolens in a maximum of 25 minutes at greatly reduced tumbler temperatures has been announced by the Anderson-Prichard Oil Corporation.

APCO has named its new solvent Deodorized APCO 140, claiming it as "one of the most important advances in the dry-cleaning industry in the past 21 years." The solvent is manufactured under an exclusive, patented depolarization process which is said to eliminate completely impurities that normally cause residual odor in garments.

C. H. Dresser, above, vice-president of industrial marketing for APCO, has noted that the new solvent shortens tumbling time to a maximum of 25 minutes, even for woolens. Maximum tumbler temperature of 135 degrees makes for faster spotting and fewer wrinkles, he adds. The solvent requires no new equipment for the 140-F operator and retains all the advantages of APCO 140-F, Mr. Dresser adds.

For further information on new Deodorized APCO 140, write to Anderson-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla.

La France Expands Service

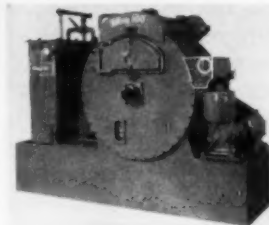
La France Dye House has announced expansion of its wholesale dyeing and refinish-

ing service to include garments of all fabrics, drapes and rugs. (In the past the company has handled leather and suede garments exclusively.)

In addition to dyeing and revitalizing fabrics, La France maintains a complete repair service for all types of garments, regardless of fabric, and minor repairs are made at no additional cost.

Founded in 1871, La France handles garments from all parts of the United States. For mail labels, order forms and detailed information write La France Dye House, 7606 Carnegie Ave., Cleveland 3, Ohio.

Kling Makes New Unit



Kling "100" Corporation announces the production of the Kling Airmatic synthetic dry-cleaning machine with air-actuated timer and "flow through" circulation (both patent applied for).

The latter introduces solvent through the center of the basket and is said to cut down on spotting. The unit has a two-pocket 36-by-20-inch cylinder. The clear rinse filter has a capacity of 760 g.p.h. and weighs approximately 4,000 pounds.

Washing, rinsing and extracting cycles are automatically controlled by air-operated valves, says Alfred G. Kling, corporation president, in introducing the Airmatic.

For further information on the Airmatic write to Kling "100" Corporation, 2842 N. Birch St., Franklin Park, Ill.

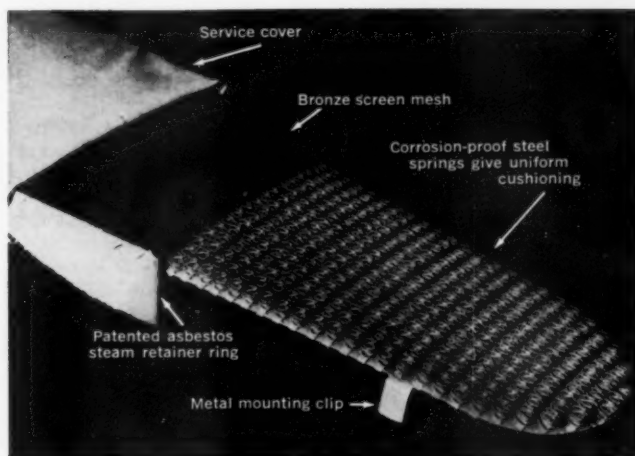
Small-Plant Drape Folder

Ze-Drape Folder, Jr., has been introduced by Zimmerman Products to answer the need of smaller cleaning plants.

The maker claims that now all cleaners can return drapes in decorator folds, instead of

Continued on page 84

Not for a Month—
Not for a Year—
Guaranteed
FOR A LIFETIME!



"Perma-Pad" spring cushioning has been proven in over 20 years of laundry press service. Springs are securely fastened to a metal base plate which locks on buck. Asbestos retainer ring, furnished with "Perma-Pad", speeds steaming and vacuum.

THE NEW
ZEIDLER
PERMA-PAD
Spring Cushion
for Drycleaning
Presses

- **Permanently resilient** — can't bake or pack down! No hollow spots!
- **Positively will not harm** zip-pers and buttons.
- **Full, open construction** permits fast steam and vacuum action — saves time and money!

The "Perma-Pad" is your newest time and work-saver from Zeidler — a spring cushioning *guaranteed** for the life of your drycleaning press, under normal operating conditions. Think of it! No more time wasted on replacing other types of pad-dings! Easily installed, the "Perma-Pad" can be padded with minimum material and covered with any style of service cover. Now available for most utility model dry cleaning presses. Economically priced — write for complete details.

*spring cushion only

**Newest in the Fine Family of ZEIDLER Time and Work-savers
for Drycleaners and Laundry Operators**

ZEIDLER Manufacturing Company, Inc.

633 Concord Avenue, Mahanock, N.Y.

"AD"-a-BiB brings you right into your customers' homes . . . and picks up added sales on the way



... also gives customers extra service . . . saves you time and money

**KWIK-KOVER TIE BELT HANGERS . . .
ANOTHER PLUS SERVICE FOR CUSTOMERS . . .
ANOTHER TIME AND MONEY SAVER FOR YOU**

Here is the new, more convenient, more economical way to package ties and belts. Each hanger holds up to five ties. Each tie and belt remains one piece for quicker, easier assembly and inspection—no pinning, no taping, yet ties and belts can never fall off. Customers love them—ideal good-will builders that are kept and used . . . perfect reminders of your better service. (Available with poly bags).



Now with "AD"-a-BiB, every complete cleaning job takes your name and sales message right into your customers' homes . . . shows you at your best and acts as a continuous sales-reminder right at the point where profit-making sales originate. In addition, these full-color advertising slip-over bibs, printed two sides to show right through the front and back of your poly bags, pick up extra sales while on the way to delivery. Prospects see your name, see your ad . . . every garment actually becomes a walking billboard always selling for you.

And "AD"-a-BiB offers customers extra service by protecting collars from dust and smudges while saving you valuable time and money by eliminating the need of costly collar tissue and printing of poly bags.

For full information contact, your jobber or write for samples!

KWIK KOVER SALES COMPANY
410 North Kedzie Avenue • Chicago 12, Ill.

SIGNS of the TIMES

How To Use Statistics: A booklet advising small business operators how to make the best use of statistics issued by the U. S. Government is now available from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 20 cents.

The Small Business Administration booklet, entitled "Practical Business Use of Government Statistics," suggests ways in which the small business owner or manager can use data published by the U. S. Government, and offers practical illustrations on the scope and variety of various statistics.

#

Mobile Fabrics Program: The Better Business Bureau of Mobile, Alabama, recently initiated a fabrics program there to promote mutual understanding among cleaners, laundries and retailers and the general public. Representatives of the industries met recently for the first session of panel discussions to build a program of good will. The group will serve as a mediation board where complaints arise that cannot be settled equably between the consumer and cleaner, launderer or retailer.

#

Public Service: Leon Miller, treasurer of Rand Stores, Inc., Brooklyn, N. Y., has been named chairman of the Cleaners and Dyers Division of the Commerce and Industry Committee for the 1959 Brooklyn Red Cross Fund Drive.

A copy of Dr. Lyle's book, "Focus on Fabrics," was recently presented to the Home Economics Department of the Tappahannock (Va.) High School by Lawrence Richmond, Modern Cleaners, Tappahannock. The book was published by the National Institute of Drycleaning.

The Chelsea (Mass.) Dry Cleaners Association has announced its intention of awarding a trophy to the outstanding scholar-athlete in the 1959 graduating class of Chelsea High School. The award will thereafter be made annually, with the trophy on display periodically in association member stores in various parts of the city.

Edward J. Meier, vice-president of Meier Cleaners, Inc., Muskegon, Mich., was named "young man of the year" for 1958 recently at the twentieth annual Distinguished Service Award Banquet of the Muskegon

Junior Chamber of Commerce. Mr. Meier, an active Jaycee for the past 11 years, is a member of the board of directors of the Michigan Institute of Dry Cleaners and is treasurer of the West Michigan Dry Cleaners Association. He is a leader in Boy Scout activities and a member of the Muskegon Elks Lodge, American Business Club and the Old Newsboys organization. He also holds the rank of assistant captain of the 4th Degree Commandery, Knights of Columbus, and plays an active role in the affairs of his church.

#

Zoning Test on Shirts: A test case ruling handed down by the New York City Board of Appeals (572-57A) has determined that shirt pressing and shirt washing as an accessory to dry-cleaning are permissible providing the equipment used has been approved by the Board of Standards and Appeals.

The ruling added, however, that the washing machine cannot exceed the 25-pound load size and equipment must bear a permanent label of approval.

The case, as reported by the Neighborhood Cleaners Associations (New York) Bulletin, was taken by the Metropolitan Machinery Distributors and the Forse Corporation at their expense.

According to the legal counsel for NCA, the ruling does not constitute a change in the New York City zoning resolution, but merely a successful appeal in this specific case which should make it easier to obtain a variance in the future.

#

Safety Citation to Cleaner: Webb's Cleaning Services, Wilmington, Del., recently received special recognition from the international Association of State and Provincial Safety Coordinators for wrapping 200,000 shirts with bands which read, "Slow Down and Live."

The award was made to William and Larry Webb of the cleaning establishment by Austin C. Chidester, field representative of the Delaware Safety Council.

#

Massachusetts Withholding Tax: In a bulletin published by the Massachusetts Laundryowners' Association, Inc., it has been announced that a booklet of instructions and tax tables has been provided for employers by the Department of Corporations and Taxation at 40 Court St., Boston.

The new Massachusetts state income tax withholding laws have been passed and deductions commenced on February 15, according to the bulletin. It also noted that employee withholding exemption and deduction certificates were soon to be mailed to each employer in the state.

#

Loan Volume Up: The total number of business loans approved by the Small Business Administration during January 1959 declined from the total of the previous month, but dollar vol-

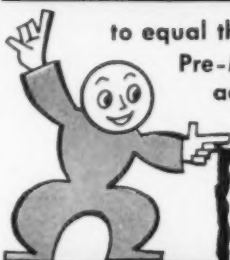
ume increased slightly, according to a SBA release.

In January 399 business loans for \$20,278,000 were approved, compared with 438 approvals in December for \$19,938,000. In January 1958 the agency approved 289 business loans for \$13,820,000.

#

Willis Named to Board: Harry (Hal) Willis, Daly City Cleaners, has been appointed to serve as an examiner with the California State Board of Dry Cleaners.

REFUSE SUBSTITUTES



...frantic efforts and double-talk by substitutes to equal the efficiency and economy of the *original*, Pre-Marked Strip Tags, have been futile, — just added proof that there are no substitutes for the *original* system that IDENTIFIES!

Pre-Marked Strip Tag field representatives are as near you as the post-box, — just mail coupon below, for a personal conference *free from any obligation*, — this visit will prove invaluable to you!

INSIST ON THE
Original!

...for Operators of large and small plants — in effecting a time and money-saving (far more profitable), marking identification, control of work flow, and final assembly!

...for You Distributors — inventory-stock control, intensive sales training and personal on-the-job representation to your customers!



Get your free copy of this hot-off-the-press edition, loaded with proven applications to all marking identification systems, — with illustrations.

MAIL THIS
COUPON

PRE-MARKED STRIP TAG CO., 3232 India, San Diego, Calif.

NAME _____ FIRM NAME _____

ADDRESS _____ CITY _____

ZONE _ STATE _ or ASK YOUR JOBBER

NOW! CERTIFIED PROOF—FORD TRUCKS COST LESS...

'59 Ford Trucks Win — average 25.2%



'59 Ford pickups running one of the Economy Showdown courses set up by the research engineers. Like all the new '59 pickups tested, these are regular stock models with a standard six-cylinder engine, 3-speed transmission and standard rear axle ratio.

- **Biggest comparison tests of truck gas mileage ever conducted by an independent research firm!**
- **Pickup models of all six makes tested in all kinds of driving!**
- **Both new and used trucks tested—534 units all told!**

The difference between the right truck and the wrong truck can cost you *hundreds of gallons of gas* the first year alone!

A pretty startling figure? It's just one of many findings from the most far-reaching tests of truck fuel economy ever made.

These tests dug out the actual facts on gas mileage the only way they could be gotten—every truck pitted against its brother in an Economy Showdown.

To keep the tests fair and impartial, Ford Motor Company went to America's leading independent automotive testing firm. The project was outlined, the funds provided, and the Economy Showdown became solely the research organization's baby.

FIRST TESTS—NEW '59 TRUCKS

Standard six-cylinder models of the six leading half-ton pickups first were put through exhaustive road trials. All '59 trucks—Ford and competitive—were bought from dealers, just as you would buy them. After at least 600 miles break-in, all were brought up to manufacturer's recommended specifications.

The trucks were then tested at constant speeds of 30, 45 and 60 miles an hour. Next came stop-and-go tests, ranging from moderate city traffic to normal retail delivery operation. Acceleration rates were carefully timed in each gear to insure accurate results for all makes. Here are the results—certified by America's foremost independent automotive research organization.

**All tests
conducted and results
CERTIFIED
by America's foremost
independent automotive
research organization***

*NAME AVAILABLE ON REQUEST.

Send inquiry to: P.O. Box 2687
Ford Division, Ford Motor Company
Detroit 31, Michigan

Economy Showdown USA *better gas mileage!*

CERTIFIED SHOWDOWN RESULTS

The '59 Ford Sixes, in every test, averaged more miles per gallon than every other make!

Combining all tests, the '59 Fords led the average of all other '59 pickups by 25.2%.

To put it another way, for every 1,000 miles driven, the '59 Fords gave an extra 252 miles *gas free*.

For the typical truck owner driving 10,000 miles annually, this would amount to a saving of 129 gallons of gas the first year alone.

WHAT'S THE SECRET?

How can a '59 Ford Six make four gallons do the work of five in other trucks?

First, of all pickup Sixes, only Ford has modern Short Stroke design. This new type of engine is basically far more efficient than the long-stroke Sixes of other pickups—most of which were born before World War II!

Second, to this modern engine Ford has added a new economy carburetor. By metering fuel more precisely in both low- and high-speed ranges, Ford's new carburetor boosts gas mileage in every type of driving. And it's *standard at no extra cost*.

WHAT SPEED GIVES BEST ECONOMY?

Economy Showdown tests reveal that, with any make truck, actual miles-per-gallon depend upon the kind of driving you do. In normal retail delivery operation, for example, gas mileage drops to less than half that obtained at a steady 30 miles per hour.

High speeds are hard on economy, too. At 60 mph, it takes 16 gallons to go the same distance that 10 gallons will take you at 30 mph.

You can't always tailor your driving to get absolutely maximum economy, of course. But of this you *can* be sure. No matter where or how you drive, no other leading truck will give you the gas savings of Ford's modern combination: Short Stroke Six plus new economy carburetor. Economy Showdown USA proved it!

Your Ford Dealer now has the full report of Economy Showdown USA. Why not call him today and get the whole story firsthand?

HOW NEW '59 SIXES RATE IN GAS MILEAGE

	25.2%	31.1%	9.6%	42.6%	22.0%	25.2%
'59 FORD SIXES GIVE	more miles per gallon than Make "C"	more miles per gallon than Make "I"	more miles per gallon than Make "G"	more miles per gallon than Make "D"	more miles per gallon than Make "S"	more miles per gallon than the average of all makes
IN ONE YEAR (10,000 miles) FORD SAVES	129 gallons of gas	160 gallons of gas	49 gallons of gas	219 gallons of gas	113 gallons of gas	129 gallons of gas

HOW GAS MILEAGE DROPS FOR OLDER TRUCKS

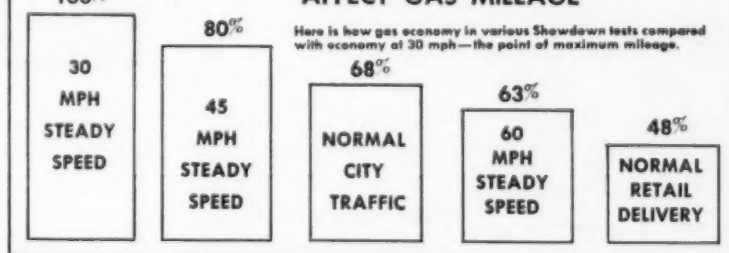
Everybody knows that gas mileage falls off as a truck gets older. But how fast, how far? 499 pickups were tested. In these tests, the '59 Fords were tested without break-in.

As you can see, gas economy tends to drop sharply somewhere between the second and fourth years . . . levels off after six years. Had the new '59 Fords been broken in (as all 1959 trucks were in the tests above), they would have achieved a much greater advantage.

'59 FORD GAS MILEAGE BETTER BY

25.6%	27.5%	24.6%	15.2%
9- to 11-year old trucks	6- to 8-year old trucks	3- to 5-year old trucks	1- and 2-year old trucks

HOW DIFFERENT KINDS OF DRIVING AFFECT GAS MILEAGE



GO FORD-WARD for savings
FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

Four New Appointments at Prosperity



LESTER C. BRANDT



BERNARD FLETCHER



MILTON CROW



E. G. SCHWARZ

Four new appointments have been announced in the national sales force of The Prosperity Company, a division of Ward Industries Corporation, Syracuse, N. Y.

Bernard Fletcher has been named district manager of the newly created Washington, D. C., district, according to Howard J. Martin, general sales manager of Prosperity.

This new area will absorb what was previously known as the Bethesda district and will encompass also eastern Pennsylvania and southern New Jersey.

Mr. Fletcher has been with Prosperity for 12 years as a salesman in the Detroit area.

Lester C. Brandt has been appointed regional sales manager of the Western group of Prosperity district offices. He will be responsible for supervising the activities and development of the Chicago, St.

Louis, Fort Worth, Los Angeles and Northwestern districts.

Mr. Brandt was formerly sales manager of the Fort Worth area. He has been replaced by Milton Crow, former sales representative in the Houston district.

E. G. Schwarz has been named district manager of the new San Francisco district which has incorporated the Seattle area and northern California.

Eaton Holds Sales Clinic

Eaton Chemical and Dyestuff Company of Detroit held its annual sales clinic on February 4-6 at the University Club in Detroit.

W. Thompson Tambke, president of the company, was general chairman of the clinic and of the industrial chemical sales meetings. R. F. McDonald, executive vice-president and

general manager, conducted the drycleaning and laundry sales meetings.

Berrien Eaton, chairman of the board, opened the clinic with a brief address, followed by guest speaker, Richard C. Hedke, retired executive vice-president and general manager.

The 1838 Club, consisting of

employees with more than five years of service, held its annual dinner the evening of February 5 at the Prince Edward Hotel, Windsor. During the dinner, a silver coffee service was presented to Gerald T. McCray, former vice-president who retired at the end of 1958 after 41 years of service.

Pantex Managers Gather for Sales Meeting



Sales and service progress in 1958 was the theme of a recent three-day sales meeting held by the Pantex Manufacturing Corporation at the company's general offices in Pawtucket, R. I.

Division managers from the U. S. and Canada heard President Norbert House review the past business year, and they assisted, with vice-president and sales manager Marvin Green, in planning additional service expansions for the industry in 1959. During the meeting,

managers previewed the newest Pantex equipment and visited plants in the area to watch other Pantex products undergoing operational tests.

Among those at the meeting were, left to right: Del Bonnem, Chicago; Nevin Miller, Los Angeles; Marvin Green, vice-president; Bill Freidell, Kansas City; Norbert House, president; Gaston Albright, Montreal; B. A. Porter; George Gundrum, Pawtucket, and James Macrae, New York.

Dow Holds Sales Meeting in Michigan



Solvents field service specialists, salesmen, sales office supervisors and managers from 16 Dow Chemical Company sales offices attended a January solvents sales meeting in Midland, Mich.

Sponsored by the Chlor-Alkali Sales Department, the meeting included discussions on merchandising, distributor relationships, technical service and other topics relating to industrial and drycleaning solvent sales. Frank Larabee, manager of the solvents section of Chlor-Alkali, was chairman of the meeting. Speakers included Leo

B. Grant, chemicals sales manager; Ken Wildes, Chlor-Alkali sales manager; Joe Sherk, chemicals merchandising manager.

Among the Dow personnel present for the meeting, above, were, standing, left to right: E. T. Mann, St. Louis; R. M. Upright and Carroll Giles, Cleveland; Donald K. Ballman, director of sales; D. H. MacDonald, Midland; J. C. Tucker, Pittsburgh; T. H. Caldwell, Charlotte; William R. Dixon, Dow general sales manager; W. D. Steele, Cincinnati; E. H. Killheffer, Buffalo; A. J. Pastor,

Continued on page 86



Photo courtesy The Prosperity Co., Syracuse, N. Y.

When Modernizing Your Plant, Specify...

LAMSON

DRYSET

...as Original Equipment

When you are modernizing your plant and putting in new presses, be sure to have the press manufacturer install a Lamson Dryset Unit with his equipment. This he'll gladly do—because he knows that a good press plus a Lamson Dryset works together for fast, efficient dry cleaning.

Producing 15% to 58% more vacuum (at equal capacities) Lamson Unit-type Drysets dry the garment *instantly*. You do an hour's work in 45 minutes! And Dryset drying is thorough—none of the rough or puckered areas that come from retained moisture. Press bucks stay cool and dry. Padding lasts longer. You save up to 50% on steam

costs. No steam is discharged into workroom—a less humid, more comfortable atmosphere leads to higher production.

Only Lamson offers a complete line of unit-type and cast-iron air vacuums. Lamson Unit-Type Dryset with capacities from 1 to 8 presses. Lamson Cast Iron Drysets with capacities from 8 to 250 presses. Either type gives you more air for faster drying in the exact capacity you need.

Whether you need an air vacuum as original equipment with a new press or whether you are in the air vacuum market alone, be sure that your equipment is Lamson.

Write us or call your Dryset dealer today.



LAMSON CORPORATION

410 Lamson Street, Syracuse 1, New York

Plants in Syracuse and San Francisco • Offices in All Principal Cities

VIC NEVER OVER RATES!

A TRUE

40 POUNDER

VIC

Synthetic

Econo

with recovery unit



**CUSTOMERS
REPORT...
SOLVENT
COSTS of 1/2¢
or less per lb.
when combined
with**
Mileage Booster
**Make us prove
this statement!**

*Patented

Your key to better cleaning—Is **DEPENDABLE RATING!**

Before you buy equipment you are entitled to an **HONEST RATING!** . . .

After you own the equipment you are entitled to **HONEST PERFORMANCE!**

**ON BOTH COUNTS VIC NEVER LETS YOU DOWN . . . SO COMPARE BEFORE
YOU BUY . . . BE SATISFIED, NOT SORRY!**

WHAT DO YOU GET WITH A VIC ECONO?

- A LIBERAL SIZE CYLINDER engineered for Quality Cleaning
- A PROPER SIZE FILTER for maximum filtration
- LARGE SOLVENT FLO LINES for maximum soil removal
- A LIBERAL SIZED SOLVENT SAVER for solvent recovery and faster drying
- New "THREE-WAY VIBRO-PROOF" MOUNTINGS (Pat. Pend.) provide smoother, vibration-free operation
- FULLY AUTOMATIC or Semi-Automatic in choice of Single or Two Bath Operation

**AN HONEST 40-POUND DRY CLEANING MACHINE THAT WILL MAKE MONEY
FOR YOU IN YEARS TO COME! Write Dept. NA-115**



If you care—you'll compare and buy

MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 53, MINN.

NATIONAL CLEANER & DYER

VIC NEVER, NEVER OVER RATES!

A TRUE 50 POUNDER

VIC *automatic*
KOMET



ONLY THE VIC KOMET... A TRUE 50-POUNDER

- has a 14.54 cu. ft. cylinder! (Compare this with any other 50-pounder!)
- has a 3000 gal. tubular filter, 91.6 sq. ft. (Other size filters available.)
- has split tank construction for two-bath operation, which is built to prevent intermingling of the two solvents. One-bath operation has single tank.
- has Vic's handy Solvent Level Control (Optional) that washes lightly and heavily soiled articles at any preset level.

... and when combined
with the

Mileage Booster*

... your Solvent Costs go down to 1/3c
or less per lb. of Quality Dry Cleaning!
We'll be happy to show you how! Write

*Patented

The Vic Komet soars ahead of all other 50-pounders! It has the most generous cylinder ever designed for a 50-pounder (compare—you'll find Vic's is the most conservatively rated). The Komet has famous Double-V Three Way Vibro-Proof mountings that absorb vibration, permits immediate installation on second or third floor. Vic's exclusive Automatic-Control lets you change the cycle any time with the flick of a dial. Choose yours now in either two-bath or one-bath. It's the Vic Komet for top production and top profits... see your nearest Vic jobber quick as a flash! Write Dept. NA-116



If you care—you'll compare and buy
MANUFACTURING COMPANY
1313 HAWTHORNE AVE. • MINNEAPOLIS 53, MINN.

BUSINESS BUILDERS

Fur Swatches Displayed in Call Office



Swatches of various kinds of furs are dramatized in the call office at Barnes Cleaners, Des Moines, Iowa. Twenty-eight different varieties of fur were mounted on heavy board and

framed to be hung as a wall fixture.

The swatches are large enough to easily distinguish one type from another. Each one is labeled with its appropriate name.

Seamstress Tends Store, Draws Traffic



Having a seamstress tend its 10-by-25-foot shopping-center outlet holds down labor costs for Diane's Cleaners in Pensacola, Florida. Mrs. Lynn Miller is paid a small wage commensurate with the volume of cleaning and laundry handled in this store at the Town and Country Plaza. The rest of her income is from repairs and

alterations, which she handles independently, and from paid repairs on drycleaning received through that outlet only, on which she is paid piece rates.

Mrs. Miller provides her own sewing machine and supplies, keeps all she makes as a seamstress. The machine stands close to the all-glass

front of this arcade store, with a printed drape on three sides to enhance its appearance. This leads passersby to drop in on impulse and discuss work they want done. Mrs. Miller bases this conclusion on the number of people who consult her first, then return later with the garments to be altered or mended.

Teen-Ager's Posters Appeal



Water-color posters (14-by-20-inch) mounted on Philippine mahogany panels are used to advertise the seasonal services of Vaughn's Dry Cleaners of Tulare, California. They are hung at the head of ready-garment rails.

The paintings are done by owner Vaughn Shahinian's teen-age daughter and have caused a lot of favorable comment.

ATTENTION: Spotting Quiz Winners

Many entrants in our recent contest have written, saying that they planned to use the award certificates for promotional purposes. And probably many more plan to use this good selling tool to build business.

Will those who promoted the award please write and tell us just how it was done? Also tell us the results of the promotion such as customer reaction, free newspaper space or radio time. We want to tell our readers about your experiences. Thank you very much.

—EDITOR

**Dependable
Warco Products
Your Best Aids
to Better Textile
Maintenance**

**TEN-MINIT
BLEACH**

10 lb. jars
Case of 4 jars
5 lb. jars
Case of 6 jars



Makes whites whiter but retains the original softness and feel of the fabric. Takes 2 to 10 minutes in cold water. Most widely used bleaching compound on the market.

**ALL-COLOR
BLEACH**

10 lb. jars
Case of 4 jars
5 lb. jars
Case of 6 jars



Ideal agent for bleaching color combinations. Brightens colors, whitens whites. Bleaches out annoying perspiration and other stains. Safe for all colors and fabrics.

**The Accent is on G and P
GREASE AND PAINT REMOVER**

At last, a grease and paint remover that really does the job. Completely soluble in cold water, G and P grease and paint remover whisks away paint, tar and oil deposits from fabrics and other materials in a flash. This remarkable new chemical is widely and effectively used by drycleaning and laundry plants from coast to coast.

Gallon cans
Case of 6 cans
30 gallon drums



**SILA-
HAND**



8 ounce jars. Case of 24 jars

An Industrial Hand Cream recommended for persons whose hands are often exposed to the injurious, harsh and damaging effects of solvents and chemicals. The high percentage of Silicone in Sila-Hand forms a protective coating against the penetration of strong chemicals. Sila-Hand also contains Lanolin which helps restore the natural body oils to rough, dried-out hands. Sila-Hand is new and original.

**PRE-OIL-
BREAK**

Gallon bottles
Case of 4 bottles



Removes oxidized oils, grease, butter, fats, syrups, beverages, etc. Effective in removing up to 95% of all stains. Often self-sufficient without use of other spotting agents.

**SCRAM
BLOOD**

Gallon bottles
Case of 4 bottles



The instant blood removing agent. Recognized as the best, Scram Blood is ordered and re-ordered by drycleaners everywhere. Compare it with anything of its kind.

ORDER FROM YOUR JOBBER TODAY



SEND FOR OUR
FULL LINE BROCHURE



13609 S. Normandie Avenue,
Gardena, California

Write direct for
FREE SPOTTING CHART

EDITORIALS

A Privilege



Shortly before her untimely passing, we ran an article about Miss Edna M. Michelsen. There are few at this moment who are not aware of her many years of service to the industry through her work at the National Institute of Drycleaning.

Her accomplishments will leave a permanent mark on that organization. However, the passing of time can dim her name in this passing parade of life. To insure against that happening, the Alumni Society of the NID has created a student lounge in her memory.

Beautiful carpeting, furniture and drapes have been purchased by the society to fit out a room in the classroom building in Silver Spring. A portrait of "Miss Mike" has also been hung. It appears in the background of the picture above.

As a contribution to the furnishings of this attractive room, we were given the privilege of presenting an enlargement of the article mentioned earlier. It spells out her contributions and the esteem with which she was held by industry leaders. We hope it will serve as a constant reminder to new students of the character of this great person.

While the room is already in use, the formal dedication ceremonies will take place in August of this year at the Back Home Day program held annually by the Alumni group. The timing is proper since Miss Mike did so much for those in the group. It is also fitting that the memorial took shape in the form of a student lounge. Her life was devoted to the past scholars of the Institute. And in a sense, she continues to serve. We are very proud to play a small part in this fitting memorial.

In case anyone doesn't know, the gentlemen at the left are Dutch Rothe, president of the Alumni group, and George Fulton, general manager of NID.

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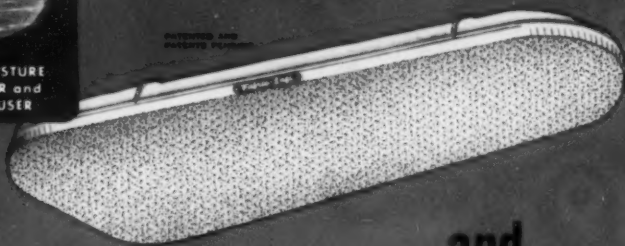
What *brings customers back?*

Perfectly finished garments
that have no moire, no steam marks
and 90% less shine
...regardless of the fabric!



Customers come back again and again when presses
are equipped with

Fabric-Safe
DOUBLEPLATES®



and

CUSHNTOP
BUK-COVER AND PAD SETS



Safe, professional finishing of heat-sensitive Wash-and-Wear fabrics
... Finer finishing of wools, silks and cottons, with 10% more production

Fabric-Safe SIZES TO FIT ALL
MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 36" to 45".....\$29.95
Mushroom and Topper sizes.....\$21.95
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CUSHNTOP PAD & COVER SETS
FOR ALL "UTILITY" PRESS MAKES & MODELS

MODEL 18-26 Mushroom or Topper \$ 9.95
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BISHOP DAVID FREEMAN CO.

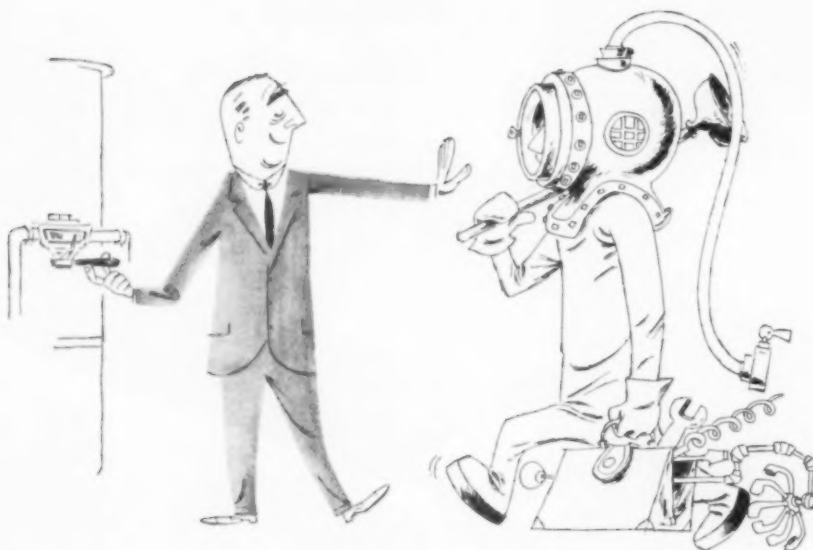
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MFRS., EVANSTON, ILLINOIS, U.S.A.

OLSON

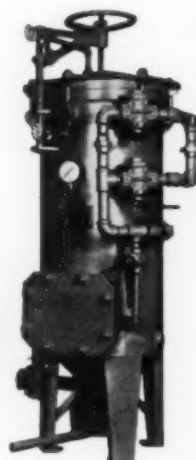
the filter you clean without changing bags!

That's because there are no bags to change—or anything else for that matter. Olson Superflow tubular filters are automatic, self-cleaning. The entire job takes less than 5 minutes! ■ Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.



OLSON FILTRATION ENGINEERS

Cincinnati 12, Ohio, Filters - Stills, Division of The American Laundry Machinery Company





NOW! Super-fast EVAPORATION and LOW ODOR with **ESPESOL® DriRex**

EXCEEDS ALL STODDARD SPECIFICATIONS!

- **EVAPORATION** — Over twice as fast as regular Stoddard solvent.
- **ODOR** — Extremely low
- **COLOR** — Crystal clear
- **FLASH POINT** — 100°F plus
- **APPROVED** by National Institute of Drycleaning

NEW ESPESOL DriRex helps you with two big problems — increasing your net profits and improving customer relations. Because of its extra-fast evaporation rate, DriRex increases plant throughput giving you added production. And because residual odor is practically non-existent, your customers will be happier . . . better satisfied! Ask your solvent distributor today about the superior performance of ESPESOL DriRex, or write directly for complete information.

Complete stocks are available for super-fast delivery from Eastern States' strategically located terminals — by truck, tank car, barge and drum.

OTHER ESPESOL SOLVENTS

ESPESOL 300 — Regular Stoddard Solvent

ESPESOL 320 — Regular Stoddard Solvent where High flash point required

ESPESOL 350 — 140° F. flash point

ESPECO



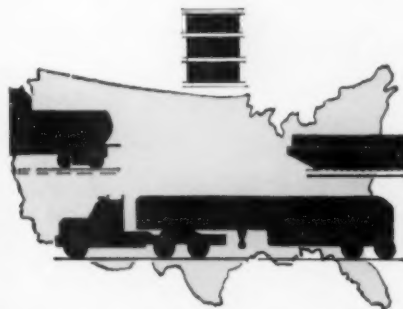
EASTERN STATES

PETROLEUM & CHEMICAL Corporation

(Formerly Eastern States Chemical Corporation)

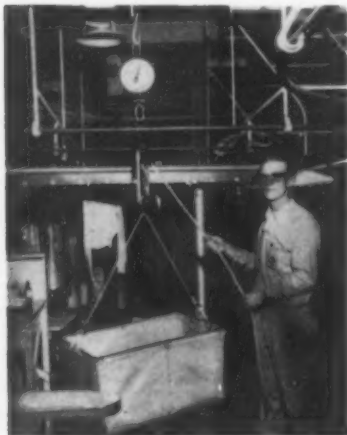
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GADGETS and GIMMICKS

Novel Scale Setup

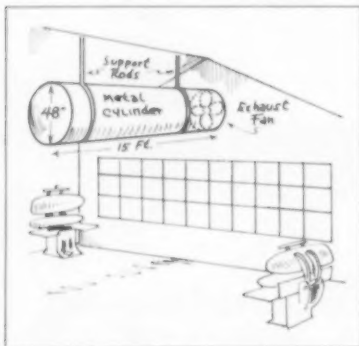


The absence of a floor scale doesn't deter Paradise Cleaners of Denver, Colorado, from weighing its cleaning loads. Here Byron Beasley, manager, demonstrates the arrangement he has worked out.

He wanted to avoid the necessity of lifting each hamper load. To accomplish this he attached the block-and-tackle arrangement to the scale as shown in the photo. The metal O-shaped ring makes the installation permanent.

A length of heavy rope is permanently attached to the handles of the hamper. It is a simple matter to slip the rope through the hook at the bottom of the tackle.

Air-Cooling Safeguard



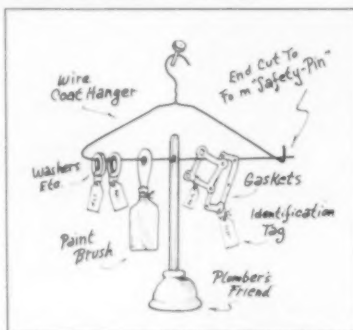
Hoping to keep his finishing department employees comfortably cool during the summer heat, a drycleaner in the Southwest installed an elaborate cooling system. Along the plant wall

he set up a number of evaporative coolers capable of introducing cool air at the rate of 22,000 cubic feet per minute, with the air of a 48-inch exhaust fan to insure a constant change of cool air.

However . . . you guessed it . . . the finishers at the front windows messed up the whole system by constantly opening the windows there. Naturally, with the big exhaust fan located just above them, it simply pulled warm air from the windows and could not help circulate the cool air from the coolers.

To offset the open windows, a 16-foot-long metal cylinder, 48 inches in diameter, was installed along the ceiling, leading from the big exhaust fan to above the center of the 36-by-45-foot room. The original efficiency of the cooling system has been regained. If the gals insist on opening their front windows it no longer disrupts the desired change of air for the rest of the employees.

Odds-and-Ends Hanger



"A place for everything, and everything in its place" is the rule at one Western plant. Personally, we felt the "plumber's friend" had no place in the scheme of things, but all in all it looked like a terrific idea for keeping track of certain gaskets, bearings and washers that assume an importance out of all reason at the time when they are needed.

Gaskets, usually stored in drawers, are far less liable to be torn or scuffed when stored in this manner. Best of all, this coat-hanger idea for storage makes it a lot easier to locate a particular item at the time it is needed.

Incidentally, the paint brush had been carefully cleaned and was wrapped in an airtight piece of aluminum foil.

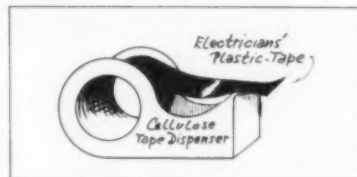
Rail for Sunken Cleaning Room



The cleaning room at Wonderland Cleaners in Mount Shasta, California, is about 6 feet lower than the finishing department at the front of the plant. In keeping with common plant practice, owner Harold McGee hangs garments on hangers as soon as they come out of the tumbler to hold down wrinkling. However, the benefit of this is lost if he then has to carry them up the stairs and to the finishers in armloads.

So Harold built himself an express rail for better transportation from cleaning room to finishers. Hangered garments are pushed up the speedrail a few at a time by anyone who happens to be going to the office. Most often it is Harold, since he is quite often called to the office during the course of the day.

Plastic-Tape Dispensers



Cellulose-tape dispensers are said to be just the thing for holding small rolls of plastic electrician's tape. No more fumbling around trying to find the end each time it's used.

*Fast... efficient
easy to operate!*

HUEBSCH SAVE-O-SOLV

SOLVENT RECOVERY TUMBLER

SAVES DOLLARS **in reclaimed solvents!**

Huebsch Save-O-Solv is your answer if you are looking for a tumbler that deodorizes fast... and, at the same time, assures maximum recovery of Perchlorethylene solvent.

SAVES HOURS **in servicing time!**

The Huebsch Save-O-Solv can be cleaned in seconds! There is nothing to disconnect, and no pipes, panels or bolts need be removed!

For complete information and specifications, send for SAVE-O-SOLV circular.

HUEBSCH ORIGINATORS
MILWAUKEE 1, WISCONSIN

World's largest manufacturer of commercial tumbler-dryers



Cleans in seconds!

Merely tilt the top back, as shown above. The interior is instantly exposed for quick, easy cleaning and maintenance.





A corner location, near supermarkets, was a prime consideration here. Store is open 24 hours a day; evening volume exceeds daytime sales

What is happening in Greenfield is typical of the entire country. For example, Nashua, New Hampshire, a city of some 35,000, already has six coin-op installations. And this in less than two years. The second oldest has been running well over \$500 a week, and the rest are all doing well.

An equipment representative we know recently took on a line of coin-op machinery. Within two months he sold 11 separate installations. Within the third month, three of the original purchasers placed orders for second installations.

This particular supplier has a profit-sharing plan for his employees. The employees voted to spend over \$7,000 on a cooperative venture in the city in which they are located. That's some vote of confidence!

Have You Considered a Coin-Op Laundry?

If so, you can cash in on the experiences of this drycleaner . . .

REMOVED from DRYER after 2-4 minutes

WASHING INSTRUCTIONS

9 lb. SINGLE LOAD CAPACITY

16 lb. SINGLE LOAD CAPACITY

DRYING TIME

WEIGHT	TIME	COST
5-8 lbs.	10 min.	10¢
8-14 lbs.	20 min.	20¢
14-20 lbs.	30 min.	30¢
20-30 lbs.	40 min.	40¢

EACH DRYER WILL HOLD UP TO 30 LBS. of CLOTHES

COIN METERS ARE CUMULATIVE... INSERT AS MANY COINS AS YOU WISH

CHANGE

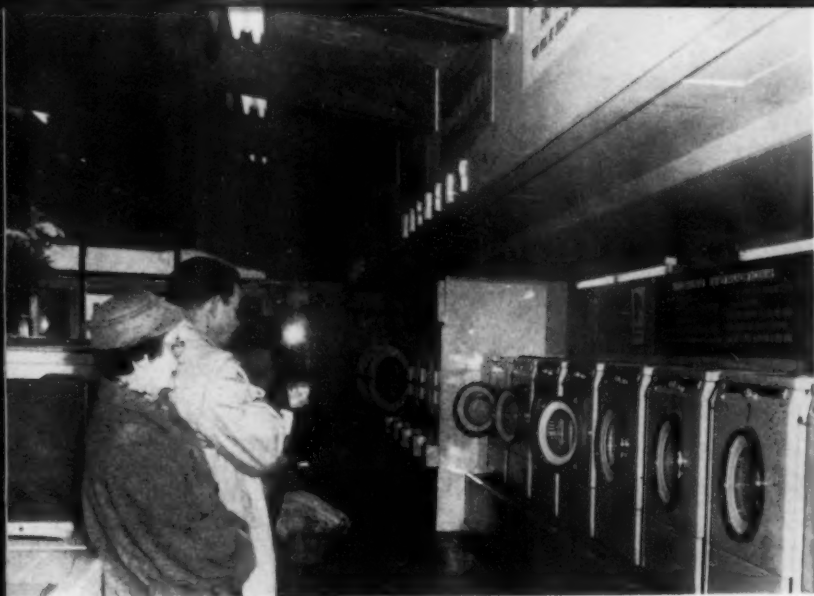
CHANGE

CHANGE

Laundry Supplies

Instruction signs are painted in soft colors to match decor

Electric coin changers and supply vending machines add to customer convenience



Note vents above washers (open and closed). During warm weather they are left open to provide comfortable ventilation in store



By ART SCHUELKE

IF YOU ARE PLANNING a coin-operated laundry, there are ideas galore for you in the most recent installation of Royl Cleaners, Greenfield, Massachusetts. This firm operates this profitable sideline under the name Coin-A-Matic Launderette, and the Greenfield venture is its second installation.

The first operation was installed in Turners Falls, a suburb of Greenfield, last fall. Within three weeks the volume exceeded \$300 a week and since then has climbed steadily.

Because of the quick success of this first coin-op in northwestern Massachusetts, owner Win Dadmun rushed plans for his second unit in Greenfield, where he operates Royl Cleaners. (He had quickly learned that claims of 30 to 50 percent profits in this red-hot sideline were true.)

His first project was to find a suitable location. He found a piece of vacant property on the corner of the main street in town, within a block or so of two large supermarkets. There is also a large retail store of Sears very close by.

A premium price was asked for the property, but the location is ideal. In addition, it's an oversize lot with plenty of room to build additional stores for income through rent. The lot measures 96 feet wide by 212 feet deep. The \$20,000 cinder-block building that Win Dadmun constructed is 22 feet wide and 110 feet long.

There are 112 feet more space for still another structure and room to park 65 cars at a time. Meanwhile, the present building is used for the launderette and a separate call office for the drycleaning business. At the time this was written the call office wasn't

completed. It will make an interesting story later; it will be completely self-service.

The launderette occupies the front part of the building and is 22 feet wide and 66 feet deep. It houses twelve 16-pound washers, six 9-pound washers and ten gas-fired tumblers. These items, plus miscellaneous equipment, piping and installation, came to \$20,000.

Win Dadmun's first plant has twenty 9-pound washers and six tumblers. He feels that the addition of larger washers in his second operation is more practical and profitable.

Miscellaneous items include three coin changers. One is for dimes, one changes quarters and the third is for half-dollars. It was decided to put in electric changers since the mechanical ones, with a hand crank, can get jammed too easily. The 10- and 25-cent changers cost \$114 and the 50-cent changer was \$124.50.

The launderette has two detergent and bleach dispensing machines, just like candy vending units. These cost \$385 apiece. Both the bleach and detergent are individually packaged. Win uses a nationally known brand-name detergent. The housewives recognize the product and are more inclined to use something with which they are familiar. The plant pays 4 cents a package for the detergent and charges the customers 5 cents.

There is also a cigarette vending unit, installed on a rental basis.

Professional planning

This launderette has many special features worthy of mention. At first Win planned to design his own building, but he then wisely decided to call in a professional architect. He explained, with the help of the equipment representative, just what would have to be done to house the installation. Then the architect designed the structure around it. The result is an attractive, eye-catching structure, incorporating many practical ideas.

One small example: Most of the washers and all of the driers line one wall. The back portion of the units is partitioned off. The customers have access only to the loading portion, the controls and the supply feeds. There is no chance for tampering with the mechanism. Any repairs are done in a narrow passageway, hidden from view.

In this same gangway, there are louvers to the outside to draw in air for the tumblers which use up 14,500 cubic feet of air per minute. In the winter, this takes care of the air requirements without affecting the ventilation in the customer area.

Continued on page 30



This gangway, hidden from customers' view, permits repair work on tumblers and washers



Benches are built right into structure to discourage vandalism. At the same time they are attractive and comfortable for waiting customers

Continued from page 29

Just above the units, in the ceiling of the launderette itself, there is a series of wooden "dampers" which are kept closed during the winter. However, in the summer months the store can be kept pleasantly ventilated merely by opening these dampers. Then the tumblers will be drawing air through the store area from the doorways.

To demonstrate how much air can be pulled, Win opened these vents temporarily. At once the two doors that enter into the plant were drawn half-way open.

The architect took care of proper planning for water and waste. The building is equipped with a 4-inch copper waste line. Incoming fresh water enters through a 2-inch copper line. The washers are all set on a cement platform to provide for easy loading and unloading—about waist-high for the average person. A trough has been formed in the cement just below the loading spot to help keep excess water off the floor.

The water heater deserves special mention. This compact unit is located in a separate room that can only be entered through the drycleaning call office. No one can tamper with it. The unit occupies a space approximately 4 feet wide, 8 feet long and 8 feet

high. It provides 1,100 gallons of 170° F. water per hour.

This heater is fired by a combination oil-and-gas arrangement. The city of Greenfield recently acquired natural gas for heating purposes.

Win Dadmun has a setup to fire his boiler with gas during off-peak periods at a special rate. That is, as long as the outside temperature is above 25 degrees the plant can heat its water with gas at 7½ cents per therm. However, when the temperature drops below that figure the plant agrees to switch to oil for water heating.

The gas-fired tumblers are on a rate of 13 cents per therm. In order to enjoy this special rate, the boiler is on a separate meter from the tumblers, which must use gas all the time.

Because there is always the possibility of water on the plant floor, it isn't practical to use wax on it to keep it clean. It's too dangerous. Therefore, Coin-A-Matic utilizes a special vinyl tile. Damp-mopping a couple of times a day keeps it spotless and safe.

Modern, colorful decor

Flooring is a soft pastel shade of mottled green. It ties in nicely with the colors chosen by the architect for the interior. Two shades of soft beige are used for trim inside. Interior signs are of compatible pastel shades. The

heavy ceiling beams are of natural redwood. The ceiling planking is painted white, and of course all the washers and tumblers are sanitary white.

The entire plant front and one side wall are solid glass, running from floor to ceiling. The roof of the plant slopes gently from the store front to the back wall, for a modern, pleasant effect.

The outside signs are lighted by hidden cold cathode lighting tubes. They turn on and off automatically by means of a timeclock arrangement. The fluorescent lights inside the plant are on 24 hours a day.

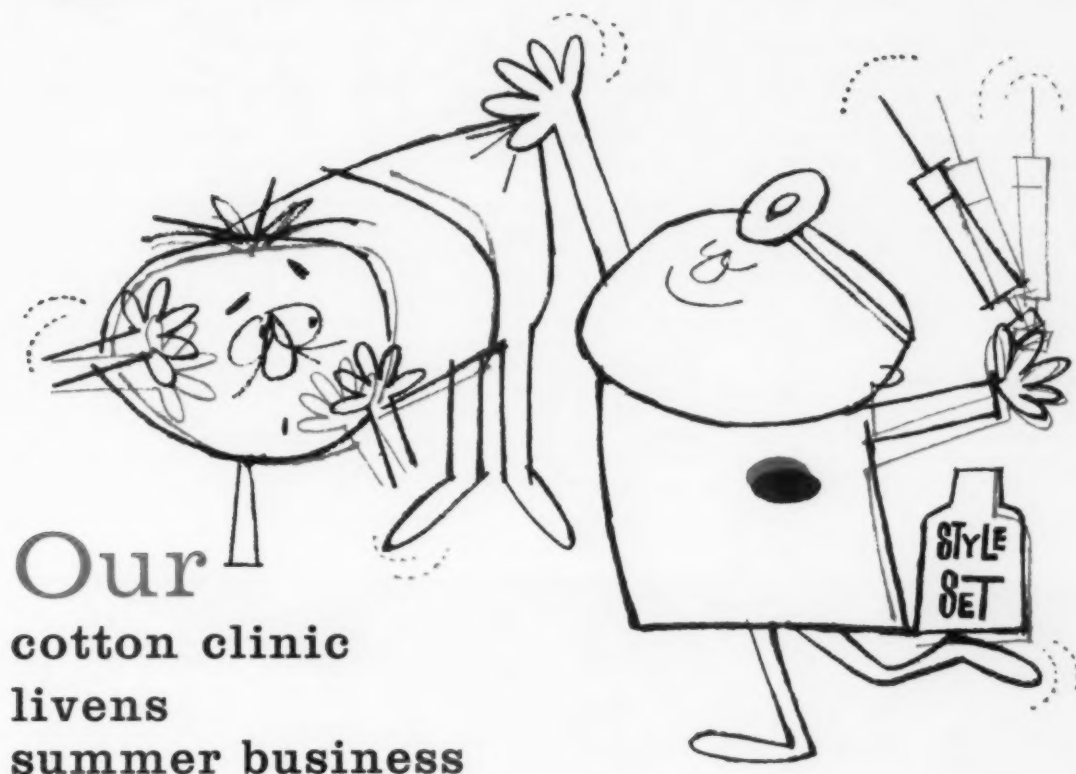
To provide comfort for the customers and discourage vandalism, benches are built right into the building along the front and side windows. (Win had seen some plants using chairs that had to be held in place by chains to avoid theft. His setup is more attractive without any risk.)

Through the center of the store there is a long, wide folding table. Signs instruct customers to use these tables for folding finished work instead of folding right out of the tumblers. They are sold on the idea of doing it this way since it is more convenient and the loads cool off a bit from the 190 degree drying temperature.

There are tasteful signs over the equipment to tell how to use the



newsletter * * * * *



Our cotton clinic liven summer business

Sanitone's famous Cotton Clinic ends summer slumps because of (1) quality work which your customers will like and (2) an easy-to-use advertising kit to increase your sales and your PROFITS.

First, cleaning quality—new Sanitone 30-90* cleans clothes including cottons and wash-n-wear fabrics better than any other cleaning agent on the market today. Colors sparkle. Exclusive Style-Set® finish makes them feel like new again. Your customers will note the amazing difference.

Next, the special promotion kit backed by *National Advertising* gives you everything you

need to set up a strong local campaign. Free newspaper mats, workable suggestions for Radio and TV advertising, direct mail pieces, and other effective sales aids, build sales . . . and profits.

Get all the facts NOW! If you're equipped for quality work find out how you can have a free, no-risk demonstration of Sanitone 30-90 to check cleaning results and cost-savings. Then you can take a look, too, at Sanitone's volume-building Cotton Clinic. Write today.



*Patents Pending

Sanitone Dry Cleaning Service

A DIVISION OF EMERY INDUSTRIES, INC. • CAREW TOWER, CINCINNATI 2, OHIO

washers and driers, and what the various charges are. Win Dadmun charges 20 cents for a 9-pound load, 30 cents for a 16-pound load. The tumblers require 10 cents for each 10 minutes of use. The normal drying cycle is 30 minutes. In other words, the tumbling costs are 30 cents.

The washers have two 8-minute suds cycles. The customer puts in half a pack of the detergent, waits 8 minutes, then adds the remainder. Then, there are three rinses. These, plus extractions, give a wash cycle of 30 minutes.

While all operations are carefully explained by signs, either Win or his wife was present at the launderette the first few weeks. They wanted to help the housewives get used to this new concept in laundry service.

Consistent maintenance

Win was anxious to keep the plant in spic-and-span order at all times. He wanted to make sure the equipment had all the "bugs" out, too. During

normal operations, after the initial shakedown, the plant is serviced twice a day. The floors are mopped, the equipment wiped and the coin and supply dispensers checked.

At the Turners Falls launderette a lady living in an apartment upstairs does this janitorial work twice a day, six days a week, for about \$15. Win Dadmun says that three outlets will warrant the employment of a full-time maintenance man. Meanwhile he and other plant personnel from the dry-cleaning operation take care of these duties.

His experience at Turners Falls convinced him that the latest coin-op would have good customer acceptance, quickly. But he also knows the value of advertising. To launch the new venture, he had 100 spots on the radio on Saturday, Sunday and on Monday, the day the plant opened.

He also ran quarter-page ads in the local paper three days preceding the opening. The Saturday before the event there was also a two-page spread in the newspaper. This was a

typical "grand opening" ad, with several blurbs from the building contractor, supply people and the like congratulating Coin-A-Matic on the new building and business. Costs for this ad were shared by those participating firms.

Win Dadmun's costs were approximately \$300 for the entire promotion. And it paid off very well. It turned out that opening day, Monday, January 5, was a record breaker in more ways than one.

The temperature was exactly 15 degrees below zero, the streets were slick and the wind averaged 50 miles an hour all day long. Yet, in spite of this, 435 free loads went through the plant from nine in the morning till six that evening! There were no other prizes or inducements; just the free laundering the first day during the hours mentioned.

According to late reports, the plant is going to town. Thanks to careful preplanning, sound installation ideas and good advertising, it was just bound to be successful. # #



Tables for folding flank washers in center of plant

"Flag" your specials!

"SCOTCH" BRAND
No. 246 Colored Tape
does a standout job!



Whatever your reason for flagging an order, "SCOTCH" BRAND No. 246 Colored Tape does it *fast*—and *sure* . . . saves costly errors.

Loop just an inch or so around the top of your hanger with ends stuck together to form a tag.

Use a short strip to group two or more hangers for insertion in a single garment bag. "SCOTCH" BRAND No. 246 holds tight—can be snapped apart when customer gets home.

Choice of four bright colors
for every flagging need... RED...BLUE...GREEN...YELLOW

"SCOTCH" is a registered trademark for the pressure-sensitive adhesive tapes of 3M Co., St. Paul 6, Minn.
Export: 99 Park Ave., New York 16. Canada: London, Ontario.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



"Tag" your spots!

"SCOTCH" BRAND
No. 246 Colored Tape
does a standout job



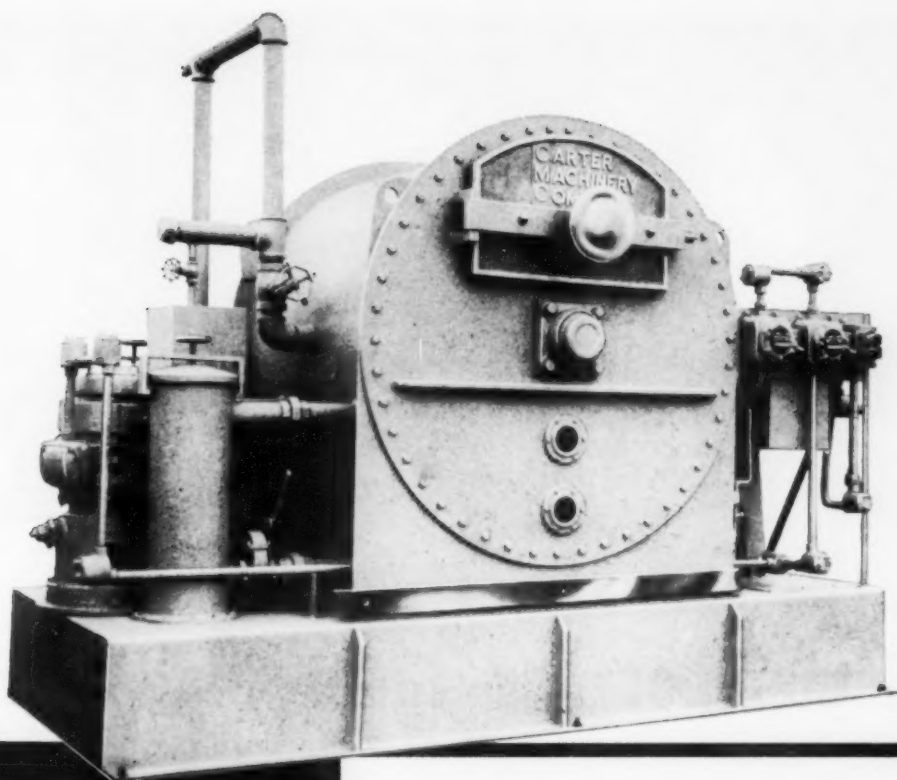
The spot you tag with "SCOTCH" BRAND No. 246 Colored Tape is quickly and easily identified . . . speeds work flow. Saves on re-examination and rehandling time—saves you money!

Four easy-to-"spot" colors: Red, green, blue, yellow. Key your colors . . . one for marking loose or missing buttons, one for tears, one for spotting, etc.

"SCOTCH" BRAND No. 246 Colored Tape sticks at a touch to all types of fabrics, yet comes off easily without leaving a trace of sticky residue.

See your supplier today for the work-saving tapes and handy dispensers that "Flag your specials . . . tag your spots"

REG. U.S. PAT. OFF.
SCOTCH BRAND
Tapes for the Cleaning Industry



MARLOWS®
Selected As
Standard Equipment
ON NEW CMC UNIT



COMPACT
"ECONO-MAGIC"
USES
SPACE-SAVING
VERTICAL

The new "Econo-Magic" was designed to save time, labor and space. Available in 40 lb., 60 lb., 90 lb. and 120 lb. models, these machines incorporate all the features of a washer-extractor combination *and* a filter in *one* compact, packaged unit. Extra heavy duty construction assures longer life...trouble-free service.

Simple to operate, the "Econo-Magic" is controlled by means of only two switches. The unit can clean and extract a full load in less than 30 minutes with no handling of wet clothes. To assure the best possible operation of their new machines, CMC *selected Marlow self-priming pumps as standard equipment!* These Marlows handle solvent from the filter to the washer-extractor cylinder.

For many years, Marlow Pumps have helped make good dry-cleaning *better!* Marlow drycleaning pumps are specially engineered for the job. A patented mechanical seal eliminates shaft leakage. There's no solvent loss...floors stay dry and clean. And Marlow handles petroleum or synthetic solvents with equal ease. Fewer shutdowns, less maintenance, space-saving design, sturdy construction, quiet operation...are just a few of the many advantages that Marlow offers the dry cleaning industry.

For information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



MARLOW PUMPS®

DIVISION OF
BELL & GOSSETT CO.

Midland Park, New Jersey • Morton Grove, Illinois • Longview, Texas

8-337



1926

This was Baird Cleaners workroom 33 years ago. Extent of spotting aids those days is shown by items on table. Lineshaft-powered tumbler is in right background

Remember the Good Old Days?

Long-time reader recalls cleaning practices of 45 years ago

By LOU BELLEW



1920

Repairs were important even 40 years ago just as they are today

FORTY-FIVE YEARS experience in the drycleaning industry in Boise, Idaho, has been chalked up by E. D. Baird. Still active in the firm that bears his name, Mr. Baird began his career in 1913 as a routeman with a horse and buggy, and clearly remembers his early problems.

In 1917 he and another employee,

L. C. Cotter, bought the business and operated it as Baird and Cotter Cleaners until 1924, when Mr. Baird became sole owner. Mr. Cotter, who was an excellent tailor by profession, is now retired and lives in El Paso, Texas, after many years as manager of the Hilton Hotel laundry and cleaning plant there.

According to Mr. Baird, the industry was constantly confronted with the danger of fire, due to the nature of the cleaning fluid then used. This fluid, always referred to as "gas," was actually benzine . . . a cross between gasoline and kerosene, which made it a highly explosive product.

Health and safety hazards

The first pressing machine he remembers was a Daley with a gas-heated head. This head was lowered onto a dampened canvas cover which separated the hot head and the garment during the pressing operation. If the solvent hadn't been properly evaporated from the garment before the pressing operation, the flames in the press head would ignite the vapors and fire would result.

Cleaning was done in small hand washers, and extracting was accomplished in hand-operated, friction-drive extractors. After cranking the extractor for a while, a cleaner considered himself lucky if he completed the extracting without "getting a jag on" from the benzine fumes. Garments

**Neat
trick...**



for
tough
oil-
base
stains

TarGo® is
a better
product
because it's
made by
WILSON,
house of
stain
removal
specialists

You don't have to be a magician to make difficult stains disappear in a wink. Just switch to *TarGo*, the unique dry or wet spotter that makes short work of even the peskiest hard-set stains. *TarGo* works faster because it's *charged with extra stain dissolving power*. Formulated with more concentrated active ingredients, *TarGo* naturally does a more thorough job . . . saves time and labor too. If you're running into more stain problems these days put in a call for *TarGo*. Once you use it, you'll never be without it.

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

"Stain Removers are our only business"

were then hung in the sun for drying, with no fear of colors fading since there were no fugitive dyes to contend with at that time.

Spotting went no further than soap and water for the most part. A good knowledge of tailoring was a necessity, too, since the coat linings and shoulder pads of a man's suit had to be removed and scrubbed with soap and water for a good job of cleaning. The first soap made for the drycleaner was a paste soap, as Mr. Baird remembers.

In the old days it was customary to keep a couple of 55-gallon barrels close to the washer for a handy source of needed benzine. Dirty benzine was placed in these barrels and about a half pint of sulfuric acid was poured into each full barrel and stirred for half a minute or so. Overnight the acid and foreign matter would settle

to the bottom, and the "clean" benzine could be bucketed into the washer as needed . . . care being taken not to dip too deep and get the acid into the load of clothes.

Mr. Baird thinks the greatest boon to the industry was the introduction of continuous-flow filtration about 1925. Baird Cleaners was one of the first to provide this system in the Boise area. Caustic clarification had been used for a time before this, so most drycleaners were familiar enough with valves, pumps and other controls so that the idea of continuous-flow filtration met little sales resistance when it was offered.

Suits in the early Twenties consisted of three pieces—coat, pants and vest, and since all suits had silk linings it was necessary to do a great deal of hand-finishing. This finishing

was mostly done with a gas-heated iron weighing about 8 or 10 pounds, called a tailor's goose. Production amounted to perhaps four suits per hour. There were very few ladies' garments processed at that time, except occasional tailored suits . . . which came from ladies of questionable reputation.

Hangers were expensive and scarce. Customers were requested to send in their suits on hangers, if they wanted them returned on hangers. In case the customer didn't provide his own it was common practice for the routeman to remove the heavy wooden hanger from the suit when he delivered it. Customers accepted this part of the transaction and there were no complaints.

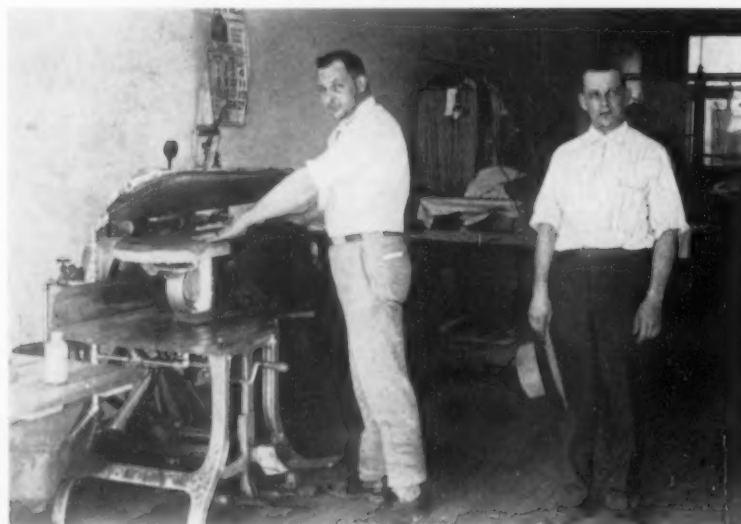
Mr. Baird well remembers the wages of his first job at the plant in 1913. He made \$12 a week for delivering with the horse and wagon and working inside the plant. It was considered a good-paying job in those days. Suits were cleaned and pressed for \$1.50. Boise had a population then of between 12,000 and 15,000.

With the exception of two years spent in service during World War I, when his partner, L. C. Cotter, carried on the business, E. D. Baird has been in the drycleaning business continuously in Boise over a span of 45 years.

Family joins in

In 1928 a younger brother, John, came out from the southern Iowa home place to enter the organization. John has a vivid recollection of his first job there, because the plant at the old location had just changed over from benzine to Stoddard solvent . . . and he dug the hole for the new 1,000-gallon underground tank.

A newcomer to the industry, he did



1921

This is a far cry from an air-driven press but a vast improvement over the old "tailor's goose"

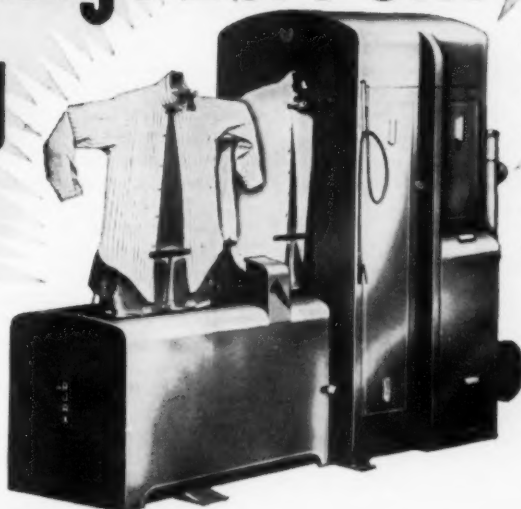


1930

This float of 1930 depicted drycleaning as practiced during the 1849 Gold Rush . . . and even up to 1920. Very crude by present standards!

Here at last! The Amazing New AJAX DOUBLE-BUCK CABINET BOSOM BODY PRESS...

Outproducing Any 1-2 or 3 Girl Shirt Finishing Unit Ever Built



So New, so Revolutionary

it makes all other shirt finishing methods old-fashioned!

- The exclusive AJAX Expanding Buck fits every shirt, consistently insuring the finest shirt quality, anywhere.
- Flexible and Versatile, it can be used as a 1, 2, or 3 girl unit, to handle volume variations.
- Compact, 10' x 10', it requires little more valuable work area than one girl units.
- Interchangeable shirt bucks, an exclusive AJAX feature, handles boys', ladies', and military shirts.
- Ajax Double-Buck turns out more shirts than any 1, 2, or 3 girl unit ever built.

Look Ahead

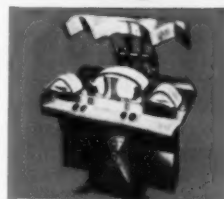
Only AJAX can increase your profits beyond the capabilities of conventional units. Put AJAX to work for you. Contact your AJAX representative, or write directly to AJAX, Box 449, Salt Lake City, Utah.

Since 1929

AJAX PRESSES

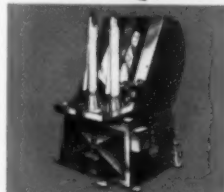
"A PRESS FOR EVERY PURPOSE"

619 S. 5th W. - Salt Lake City, Utah



MTH COLLAR & CUFF PRESS

2 Presses in 1 . . . high velocity heads . . . Presses collar while cuffs are being laid.



CABINET SLEEVE PRESS

Finishes both sleeves automatically. Features AJAX exclusive "MAGIC EYE" Seam Indicator for varying sleeve lengths.



FOLDING TABLE

Provides simple, fast operation. Full or semi-automatic models, with stand-up or lay-down collar blocks.



1959

Today's plant is four blocks from original site which consisted of 800 square feet of space. Baird's grew with the city and now runs this large operation

all the odd jobs. One was to personally collect all the current bills for a time, which saved the cost of mailing as well as giving him something to do. In addition he learned the dye business. Brother E. D. would mix the dyes and get him started and then let John finish up.

Dyeing then and now

As John recalls, this was done in a home-type copper boiler like the ones the ladies at that time boiled their washing in. A perforated pipe in the bottom of the container had one end sticking out of the top. To this John had to attach a steam hose and keep the contents of the boiler at proper temperature. Baird Cleaners is today one of the few drycleaning plants that still offers dyeing on the premises.

John Baird was graduated from the National Institute of Drycleaning in 1937, and has been quite active in drycleaning association work since. He is currently serving his fifth term as secretary-treasurer of the Idaho Launderers & Cleaners Association, and was president in 1947.

Another brother, Lloyd, joined the organization in 1930. According to Lloyd, a great many types of new equipment and new ideas have entered the drycleaning industry since 1930. In this period spray guns and steam guns took the place of hand-operated spray guns and the ever-present water pan and sponge for needed moisture. About 1931 the air vacuum took the place of steam vacuum, and reduced the pull on plant boilers. It is actually hard to imagine, in Lloyd's mind, all the problems his brother E. D. must have faced in those early years, trying to turn out satisfactory drycleaning.

It was also in 1930 that Baird Cleaners moved from the original site to its present location. At the old plant they had one route with a driver who made \$10 per week plus 10 percent commission. The truck was a Ford, which cost about \$500.

The present location has three or four times the floor space of the old plant, so the first step was to put on three more routes to "fill the place." In the early Thirties, according to E. D. Baird, cash-and-carry was unknown in this area since there was so little cash available. Those were rough days, going into the depression years, and with credit on a month-to-month basis there was considerable loss, in spite of the fact that the Bairds knew most of their customers personally.

By 1937 the depression had eased off a bit and times were on the upswing. There had been some fluctuation in prices through this period but they had held pretty well around \$1.50 . . . which is still the cleaning charge for a suit at Baird's. Which causes E. D. Baird to reflect that just 45 years ago the cleaning charge for a suit was also \$1.50!

Source of ideas

We asked Mr. Baird if he recalls about when he first became acquainted with NATIONAL CLEANER & DYER, and this was his reply:

Back in November 1919 he was on his way home to Boise after being mustered out of service. Returning by way of Portland, Oregon, he decided to visit a number of drycleaning plants there in hopes of learning more of the business. It was in these plants that he first saw NATIONAL CLEANER & DYER, and decided he needed it in his own plant. Through all the years

since it has been something to tie to.

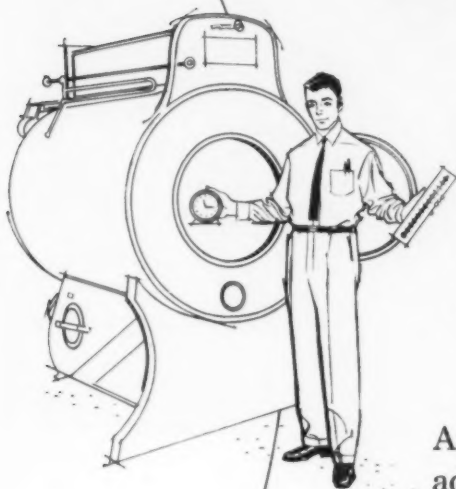
"Even in the old days the technical stories dealing with methods that were told in understandable details, that everyone could put to immediate use, were invaluable. The magazine was, and still is, a constant source of new ideas that have made plants successful. Even the 'gadgets and gimmicks' that have been tried and proved out in other plants are a big help in solving problems that plague the average drycleaner. I have always read NATIONAL CLEANER & DYER religiously. . . . If I have attained any success at all in this industry over the past 45 years I owe it primarily to NATIONAL CLEANER & DYER," says Mr. Baird.

A long-time member of the National Institute of Drycleaning, E. D. Baird served as director from 1942 to 1945. Besides being a past president of the Idaho Launderers & Cleaners Association, he has held a great many offices in both state and local association affairs. Currently active in many Boise civic organizations and community projects he figures now, at the age of 72, it is time to retire and get his fill of fishing. # #

The above story is another in a series which began in the March Guidebook issue of NATIONAL CLEANER & DYER. To commemorate the 50th year of publication of this magazine we are giving recognition to our oldest subscribers.

The purpose is twofold. First, to honor these long-time readers. But more important, to bring to the newer members of the industry the principles of sound business practiced by these veteran plantowners. Watch for another article next month and in subsequent issues throughout the year.

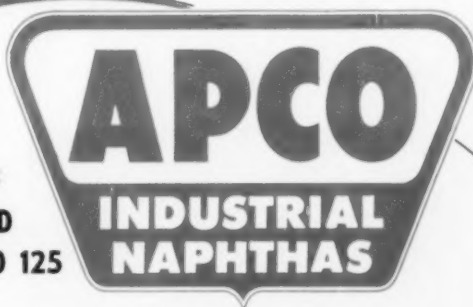
DEODORIZED APCO 140 GIVES YOU—



- High Flash **SAFETY**
- Lower Tumbler **TEMPERATURES**
- Unexcelled Cycle **SPEED**
- **QUALITY** Only Petroleum Can Give

After 21 years, 140-F. plants can now add **FAST SERVICE** to their safe, **QUALITY** operation with **DEODORIZED APCO 140**. Ask your APCO solvent man how you can speed up your service, save man-hours and increase your profits with this great new product!

REFINERS OF
STOD-SOL AND
DEODORIZED APCO 125



ANDERSON-PRICHARD *Oil Corporation*
OKLAHOMA CITY, OKLAHOMA

BRANCH OFFICES IN ALL PRINCIPAL CITIES

N. I. D. Convention Smashes All Records



Huge exhibit hall, even the vast stage, was crowded with equipment displays

16,239 jam exhibit hall to buy— not just look at—new equipment



President Ted Bowers presided at opening session

Allied tradesmen served as models in Heavenly Body Fashion Show. Here C. B. Kasson introduces Ernie Heidersbach, his co-worker at R. R. Street & Co.

EXHIBIT CONVENTIONS always draw good crowds. But this year's show in Atlantic City, New Jersey, was outstanding in all respects. For example, over 275 manufacturers used some 65,000 square feet of floor space to display their wares.

And the registrants to the annual

convention of the National Institute of Drycleaning were in an optimistic buying mood. Scattered reports from several manufacturers stated that all equipment on display was sold several times over. Items relating to the new trends received special attention.

Coin-operated laundry equipment, automatic drycleaning devices and plastic packaging came in for more than their share of the crowds. The same goes for new style presses shown by several firms. There probably were more equipment and supplies sold at this convention than ever before.

In keeping with the high tenor of the event, the convention sessions had high-caliber speakers. After the usual formalities of the opening meeting on March 5, Frederick E. "Ted" Bowers introduced John R. Bunting, business economist from the Federal Reserve Bank of Philadelphia.

Continued on page 44



BIG CAPACITY



small price

All New

PROSPERITY 40 LB. DRY CLEANING UNIT



It's ALL NEW! It is really BIG CAPACITY . . . a full 40 lbs., dry weight. A quality-packed Prosperity machine . . . the newest addition to the Prosperity "family" of synthetic drycleaning machines. The finest machine in the low-priced field. Immediate delivery. Call your Prosperity man, now!

The **PROSPERITY** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES
Copyright 1959, The Prosperity Company



Plantowner Paul Weitzel tells how his plant improved production, sales

Continued from page 42

Business, he said, can look for increased prices in the coming months. But this will not deter Americans from buying. However, the average buyer today is a much more sophisticated person. The egghead—sometimes described as a nonconformist—is stylish today. People's interest in foreign cars, hi-fi record players and continental styling of clothing bear out this egghead trend.

Population increases and the general air of optimism that prevails point to continuing prosperity. But, said Mr. Bunting, individual business men must learn to understand their customers and their changing attitudes. It is necessary to create a desire in the buyer's mind for the services we sell. To do that we must take advantage of the tools that motivation research has provided us.

The next speaker, Frank W. Lovejoy of Socony Mobil Oil Company, was no stranger to the majority of the registrants. His appearance was a return command performance. The title of his talk was "Selling a Favorable Image of Your Company." The first word was the essence of his remarks. He said that this is no time for drycleaners to be complacent. They must merchandise harder than ever before. His explanation of merchandising was that this is what makes people like and believe in and buy our services.

He warned of the dangers of price cutting. It can't build permanent business and won't lure new customers. It also gives the impression that quality has suffered. Instead, cleaners must advertise on a positive note for real growth, said Mr. Lovejoy.

Through the efforts of the NID, there was something of great significance evident at this year's show. That is the growing cooperation between fiber producers and our industry. For example, the second day's session was devoted to wash-and-wear, and the principal speaker represented



Oscar Nelson (left) and Ben Rosenfield told of their associations' efforts on group advertising



"Our firm is helping your industry to educate the housewife that wash-and-wear is drycleanable" . . . Dr. D. F. Holmes



Eleanor T. Hamilton addresses cleaners on sales training of counter girls

one of the country's largest producers of synthetic fiber. He spelled out ways for drycleaners to take advantage of wash-and-wear. He told further how his organization is helping to educate the housewife to realize that wash-and-wear apparel is drycleanable.

Another example of cooperation came out of the style show held as one of the evening's entertainments. This was sponsored by the Cotton Council. High-style cotton dresses were featured, many of them very expensive garments. There was a hilarious highlight on this show, but more of that later.

The first speaker on the wash-and-wear session was Dr. Donald F. Holmes, manager of the men's wear division, Textile Fibers Department of E. I. Du Pont de Nemours & Com-

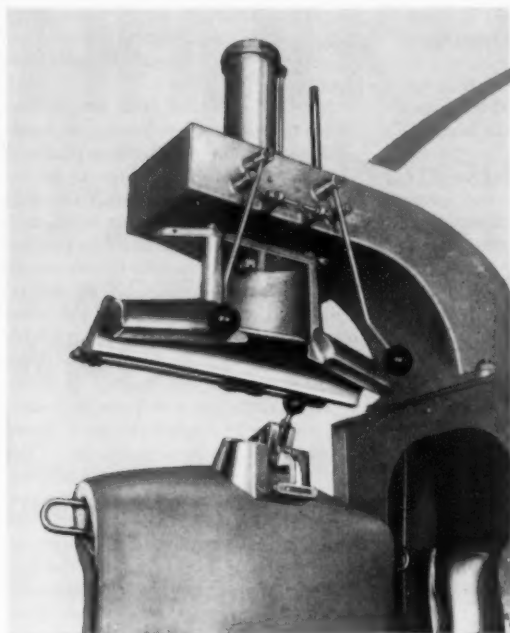
pany. He likened the development of wash-and-wear and its impact on drycleaning to the reaction television had upon the movie industry. The latter survives, and very well, too, because the movie people adjusted themselves to the situation. They began producing a better product, used better techniques, such as wide screens and stereophonic sound. They also produce movies for television.

According to Dr. Holmes, the same situation confronts the drycleaners. Wash-and-wear is here to stay, and is growing by leaps and bounds. In 1955 sales of garments of synthetic material amounted to \$70 million at the retail level. Last year the figure had soared to \$260 million.

These figures apply only to men's and boys' wash-and-wear suits and slacks. Add to that rainwear, jackets and shirts plus the whole field of female attire, and sales were a whopping \$1.4 billion! And that's only the beginning.

Aside from the population growth which will build sales, there is also the fact that housewives want the convenience, the maintenance economy and neatness retention of wash-and-wear garments. But, said Dr. Holmes, the consumer will still want professional cleaning service. Wash-and-wear is not in itself the competition.

Since the drycleaner offers a service, his competition is the customer whom he services. We have always had the job of persuading the housewife to let us do the work rather than have her do it herself. We still have the same job of persuasion. Only the sale approach has changed. In the early days our predecessors convinced most housewives that it was safer, simpler, easier and more effective to let them clean the drycleanable-only garments. Wash-and-wear synthetics simply represent garments that can be cleaned either way. But cleaned they must be, by someone. The more the novelty wears



NEW

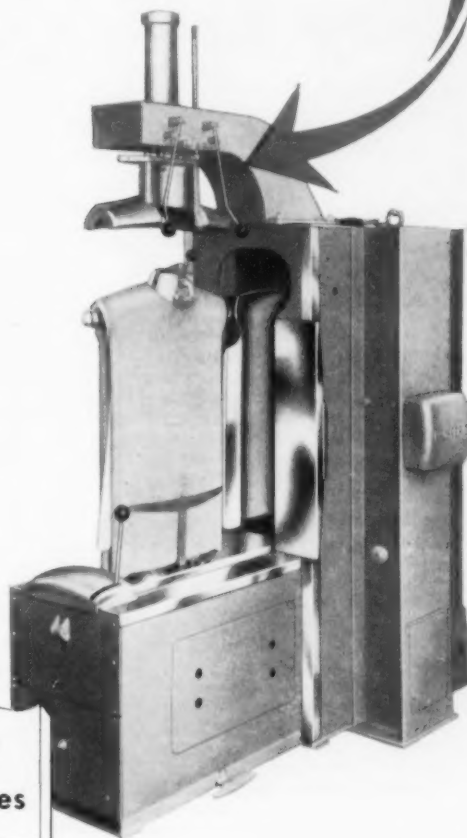
PROSPERITY[®]

Cabinet Body Press with YOKE IRONING ATTACHMENT

- Makes your shirt finishing department a tighter, more compact, flexible unit!
- High speed operation for top production with minimum operator function!
- 3 Girl — 2 Girl — 1 Girl Operation . . . folding inside or outside of the unit!
- Yoke Ironing Attachment is integrated with cabinet body press . . . eliminates separate yoke press!
- Maintains "overlap" ironing!
- A single form presses all regular Men's shirt sizes from 14 to 18!

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Find Us Fast
In The
Yellow Pages



The **PROSPERITY[®]** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES
Copyright 1959. The Prosperity Company

off and the larger the total wardrobe of wash-and-wear, the better opportunity we have to get the lady to turn the task over to us, said Dr. Holmes.

The customer must be educated to the fact that we can handle these garments; that they are drycleanable. His firm is doing that kind of job on consumer education. A recent television show sponsored by his company had a three-minute commercial on this very subject. The audience amounted to some 27 million people. Du Pont is also providing some 800,000 "fact" cards explaining that drycleaning is available for wash-and-wear. These cards are distributed to retail store sales personnel, for their education.

The professional drycleaner can offer for wash-and-wear superior cleaning services that combine wet and drycleaning. These new fabrics are



Visitors in our booth at the exhibition hall included Mr. and Mrs. Joseph Adamowski, Salzburg Drycleaners, Bay City, Michigan, winners of the national "prestige" awards for their efforts at demonstrating a friendly concern for the interest of the consumer. Salzburg Drycleaners' entry was based on a style show of drycleaned garments in their home town of Bay City, Michigan.

Runner-up was Adelman Associates, Inc., Milwaukee, Wisconsin, for the skillful quality of the plant's year-round advertising and public relations program.

Two associations of drycleaners also received first-place awards. They included the North Carolina Association of Launderers and Cleaners for a series of weekly newspaper articles offering answers to consumers' questions about fabrics and their care. The other award-winning association was the Cleveland (Ohio) Cleaners Institute whose entry was based on the activities of a speakers' bureau to supply information to the public about selection and care of fabrics and clothing.

The awards were presented by Institute President Frederick E. Bowers, Lynn, Massachusetts.

creating an enlarged interest in clothing. It's up to us to take advantage of it.

The next section of the meeting was conducted by a distinguished panel, with Dr. Dorothy Lyle of the National Institute of Drycleaning as moderator. They gave a progress report on a research project being conducted jointly by the NID and the University of Maryland. This project is designed to test the effectiveness of wash-and-wear suits. Garments are being worn by men in different walks of life under careful study and evaluation. Some identical suits are washed only; others are drycleaned only.

The panel reporting consisted of T. Faye Mitchell, head of Textile and Clothing Department, School of Home Economics, University of Maryland; June Wilbur, professor of home economics, University of Maryland; Eleanor Young, assistant in textiles and clothing at the same school, plus Jud Randlett, who manages the Institute cleaning plant.

Wash-and-wear report

Each panel member gave a detailed report on his participation in the research project. Then Dr. Lyle gave a summary which brought out these facts:

1. Men generally like the comfort factors more than the "ease of care" features.
2. Suits and slacks present no unusual production problems in the drycleaning plant.
3. Drycleaners can remove stains better than housewives.
4. Cleaners must finish these garments better than the housewife in order to get her business.
5. The public must learn about time and energy involved in doing these suits and slacks at home, including the "touch-up" problems.
6. The public must learn that drycleaning is better for these garments than home laundering.
7. Customers must learn that there are many variations in appearance standards. What looks good to one may be unacceptable to another person. And nothing makes these garments look better than professional drycleaning.
8. Cleaners must educate customers that next to a professional plant job, the best thing is to launder the garment at home and then bring it to the cleaner for proper finishing.

After that session, two industry men told the attendants how they are using wash-and-wear to actually build volume. The talks were given by Oscar Nielsen of Nielsen Drycleaners, Aurora, Nebraska, and Ben Rosenfield,

secretary, Chicago Drycleaners Association. Oscar performs in a similar capacity for the Nebraska Drycleaners Association.

Mr. Nielsen told of a cooperative effort to sell the drycleaning of wash-and-wear. Some 50 member plants of the association pooled funds to acquire newspaper mats, bundle stuffers and call-office cards selling wash-and-wear on a positive basis. The product wasn't knocked; the ads merely stated that the cleaner could make the housewife's job easier. The mats and some other materials were made available to any cleaner who would use them, member plant or not.

The campaign was launched early last summer to combat the usual slump cleaners in that area encounter. Then last fall a survey was conducted among those plants that participated. The general consensus was that the campaign accomplished its purpose. That it did is borne out by the fact that the plants are going ahead with a similar program this year. Even though many plants still felt the slump, they felt it would have been far more serious without the program.

Mr. Rosenfield told of a similar group effort put on by his association. That organization was able to build a fund that provided \$1,000 a week to run a television campaign. It started in May 1958 and ran for 39 weeks. The campaign was handled by a professional advertising agency, and included streamers, posters and bundle inserts.

While the program was designed to promote all types of drycleaning, one-third of the expenditures and television time was devoted to wash-and-wear. Just as the Nebraska group did, the Chicago plants talked on the positive side of wash-and-wear. They stressed the fact that drycleaning lengthened the life of the garments, for example.

Customer reaction indicated the campaign was a success. But Mr. Rosenfield pointed out some other benefits. In a recession, the joint effort welded together what had been competitive, dissident, antagonistic businessmen. The group learned more facts on wash-and-wear; how to process it, what to charge, how to ask for it. And the final benefit is that the Chicago market was made aware of the fact that cleaners can handle these garments.

The third day of the program was devoted to sales ideas. John Daly of the NID gave a slide talk on various merchandising ideas used by plant-owners from coast to coast. Then Carl D. Franke of Paris Cleaners, Springfield, Illinois, gave another slide talk. He has several call offices in that city.

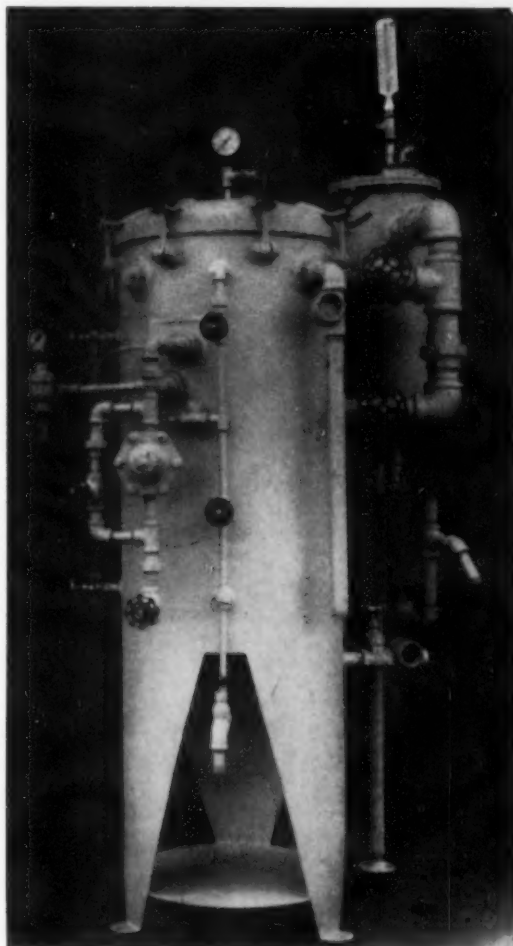
Continued on page 50

THANK YOU!

**. . . FOR THE WONDERFUL RECEPTION YOU GAVE
US AT ATLANTIC CITY. YOUR COMPLIMENTS MADE
MAFS THE HOTTEST COOKER AT THE CONVENTION
AND REMEMBER . . .**

**The NEW MAFS COOKER and STILL
Offers You These Big Advantages . . .**

- Uses your present filter—no additional filter required
- Filter powder transferred by circulation
- No motors, pumps, gears, screens, air compressors, aftercoolers or steam chests to worry about
- Bridging and clogging completely eliminated
- Solvent and soap drained before cooking
- The only still with self cleaning coils
- Filter pressure kept to a minimum



**A FEW DISTRIBUTORSHIPS STILL OPEN
DIRECT INQUIRIES TO—**

MAFS CORP.

53-07 VAN DAM ST., LONG ISLAND CITY 1, NEW YORK

FROM MORE THAN 50 YEARS RESEARCH AND EXPERIENCE...

From Adco's laboratories comes the Miracle Method of Cleaning... the result of more than 50 years research and experience. This perfect combination of water white charge soaps backed by Adco's "Klean", triple strength Super Activated Carbon, guarantees you maximum efficiency of plant operation... maximum quality cleaning. Faster and more economically!

*Only Adco Products
produce these results!*



OVER 60 ADCO ENGINEERS TO SERVE YOU!

ADCO'S MIRACLE METHOD OF CLEANING

FOR
PETROLEUM SOLVENT PLANTS



FOR
PERCHLORETHYLENE PLANTS



*QUALITY GREATLY IMPROVED—COST CUT 30%
DISTILLATION ELIMINATED WITHOUT DETERGENT LOSS*

Triple X Dri-Sheen and Perk-Sheen have eliminated dark solvent in the charge system.

Now it is possible to maintain light colored solvent even with a 4% charge. Neither of Adco's charge soaps is removed by the use of Klean, Adco's Super Activated Carbon. Your solvent remains water white and free from impurities. You enjoy faster movement of garments through your plant while greatly improving the quality of your cleaning.

For the first time in drycleaning history you are guaranteed purification of your solvent **while you are cleaning**. Through the use of Klean, Adco's Super Activated Carbon, in your filter, your solvent remains continuously pure. Your garments are continuously rinsed in **pure, clean** solvent from the beginning to the end of each run.

Results - cleaner, brighter clothes...faster and more economically!
**WORKS PERFECTLY IN ALL CONDUCTIVITY AND
HUMIDITY CONTROLS**



Adco, INC., SEDALIA, MO. Manufacturing Chemists Since 1908

Continued from page 46

and his slides showed what he had done to make them attractive.

Next, Sidney Tuchman of Tuchman Cleaners, Indianapolis, gave some ideas on how to glamorize call offices. At least in his case he has come up with a novel, but effective idea. He uses artwork—paintings to create interest and goodwill for his firm.

He has affiliated with a local group called the Indianapolis Art League. Most members are in the upper income bracket and are amateur painters, although accomplished ones. Each spring they hold a sidewalk art sale at the main plant and call office. The paintings are displayed on the sidewalk, in the office, the fur vault and are scattered throughout the press and assembly areas.

Last year some 2,000 people came to the show which runs over a weekend. They spent \$1,000 for paintings and naturally got a tour of the plant in the process. It has been an excellent business builder.

Session on sales

Then Phil Markowitz of Wellworth Cleaners in Newport News, Virginia, introduced the next speaker, Mrs. Eleanor T. Hamilton, who is area training specialist, Distributive Education, Virginia State Department of Education. She brought out many important points in connection with training of counter sales personnel. She stressed the importance of good grooming, particularly in our industry because we sell good grooming.

Salesgirls must be aware of the customer's desire for personal service and recognition. The customer must not be kept waiting while the girls converse with each other or someone on the phone. She wants to feel the salesgirl knows all about the cleaner's services. The girl must be cognizant of the fact the housewife has a very deep concern about her clothes, a very personal possession. A more detailed account of her report will be carried in an early issue.

Then Paul K. Weitzel of the Weitzel Drycleaning Company, Wooster, Ohio, told how sales were increased in his plant. After first setting his house in order, internally, he then went after sales.

First changes were made in packaging. Sweaters had been wrapped in brown paper, but a switch was made to a transparent bag. The bag was folded around a shirt board and the bag then stapled to a hanger. Sweater cleaning went up 40 percent. On formals, the plant raised prices from \$2 to \$6, but began stuffing bodices and sleeves with tissue paper and using



Lucky Winner of a 1959 Plymouth car raffled off during the convention of the National Institute of Drycleaning was James Woodworth, route supervisor for Miller Laundry and Drycleaners, Wapakoneta, Ohio. Mr. Woodworth has been associated with the plant for more than 10 years. He owned a 1949 Oldsmobile and was planning to sell it for a new model. He happily accepted keys to the new car from Institute President Frederick E. Bowers.

polyethylene bags. There was no customer resistance.

The plant then analyzed its salespeople and was surprised to find how little the men knew about drycleaning and selling. After this was remedied, the appearance of the trucks was enhanced through a better paint job and the men were provided with uniforms. These and many other ideas have increased sales and greatly increased plant efficiency.

Jeff Coats, president of the Professional Sales Training Company, Akron, Ohio, wound up the session on merchandising. His slide talk and comments brought out the fact that a selling job involves changing people's attitudes about our firms. But to change theirs, we must first change our own. We must take those negative factors in our makeup—such as fear, resentment, envy and hate—and counterbalance them with the positive factors of love, forgiveness, gratitude and acceptance. Until we have it within ourselves, it will be difficult to change the attitudes of our employees and customers, said Mr. Coats.

The last session of the convention opened with a panel discussion on how to handle customers. Actresses from the Convention Players of Atlantic City acted out skits between the "counter girl" and the "customer." The panel then pointed out the flaws in the counter girl's methods and explained the right way to do it. This program was moderated by William Browne of the NID. The panel members were Dorothy Matthai, merchandising manager of the Baltimore Better Business Bureau; Albert Johnson

of the NID, W. Clay Hardin and Thomas Donohoe, both of the Institute.

Then Charles Riggott of the NID discussed quality and what it means. His comments, as well as those of Dr. Joseph Wiebush who followed him, will be carried in an early issue of this magazine.

The formal business sessions found Frederick E. Bowers and Ray Vermeers reelected as president and vice-president, respectively. Three new directors were elected, too. Arthur R. Furman of Beloit Dye Works, Beloit, Wisconsin, now represents District 5. Leo B. Aherne, Prine Cleaners & Launderers, Ilion, New York, was chosen for District 3. Newly elected for District 6 is Robert Walker, Walker, Inc., Omaha, Nebraska. Samuel Coronis of Coronis Cleaners, Nashua, New Hampshire, had been filling an unexpired term. At this session he was duly elected to continue as director for District 1 for the next three years.

On the entertainment side there was the usual lavish night club night called "Streets of Paris." The previously mentioned style show brought those attending completely up to date on the latest fashions in cottons. The show was entitled "Heavenly Shapes," commentary by Margot Herzog, fashion director of the National Cotton Council. But before the beautiful female models came down the runway, Miss Herzog first introduced C. B. "Kass" Kasson of R. R. Street who announced that this Heavenly Shape theme included both sexes. He had rounded up a crew of male beauties among the allied tradesmen. They opened the show with a dazzling display of cotton bathing shorts and trunks. His cast included such lovelies as Wayne Wilson, American Laundry Machinery Company; Paul Jacobson of Wallerstein Co.; Noel Grady, David-Bishop-Freeman Co.; James Chisholm, Sanitone Division, Emery Industries, Inc. Also participating were John Young of Davies-Young Soap Co., Jack Ireland of Caled Products, Ernie Heidersbach of R. R. Street and Co., and Joe Diepenbrock of Washex, Inc.

The boys stopped the show, or I should say, got it off to a flying start. They made later appearances modeling sports wear, rainwear and formal cotton garments.

Other entertainment included the Oldtimers Dinner, the NID Alumni Cocktail party (at which last year's president, Jack Ireland, received an electric wristwatch), a press luncheon and the final night's banquet entertainment and dancing. It was a fitting climax to the greatest convention ever held by the NID. # #



Experienced operators choose
WASHEX
for synthetic cleaning

SWIFT CLEANERS, UNION, NEW JERSEY



Yes, after having operated other machines, Sam Nelson and Harry Diamond chose WASHEX *Syntomat* for their new drive-in plant. For these plain facts go with WASHEX:

- Superior and fastest cleaning with an open pocket, non-confining cylinder
- Saves more labor than any other machine
- Simplest to load and unload—just like a tumbler
- Versatile automatic and manual controls
- Most rugged and dependable in performance

Like most experienced operators, Sam Nelson and Harry Diamond know the value of good equipment . . . and WASHEX is *their* choice.

Yes, for the best in synthetic cleaning equipment, write for more information by attaching this ad to your letter-head and forward to us. No obligation of course.

2289

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •

1. Garments are thoroughly inspected for stains, analyzed and so noted for removal. Each garment is measured for size at time of receiving

Leathers Are Profitable . . . 1



IF the skills of cleaning and refinishing
are properly applied

ALL SUEDE and leather garments, some plantowners think, can be processed like other items of wearing apparel. Anyone who has paid damage claims for mishandling these garments in the plant realizes that special techniques are required, entirely different from those used on silks and wools.

The majority of suede and leather garments are fat-liquored and dyed by the tannery before the finished garment is delivered to the retail store. This process gives the softness, sheen and bright color characteristic of new suede and leather garments.

By HARRY YEATES

Skins, however, tend to dry out as they age. This starts even before the garment is made up by the manufacturer. When a garment is worn it becomes more exposed to light rays, sun and atmosphere. The life-giving oils washed into the skins by the tanner gradually begin to evaporate. As basic oils evaporate, skins become soiled. Soil absorption also destroys these oils.

Garments with a glazed finish are sometimes referred to in the retail

business as cape, goat, horse or calf skin. The rougher finished garment is called suede. Both are to be found in ladies' and men's apparel. Heavier suedes used in men's heavy coats are known as full-skinned garments. The lighter weight used in men's suede coats and most ladies' apparel are called split skins.

Drycleaners frequently run into trouble if they forget that skins must be replenished with fats and oils before they can be properly processed. Here is a method recommended by professional suede cleaners, proving



2



3

2. Special stock solutions restore basic oils to garments before cleaning process

3. Free fats, dirt and all dead color are flushed from the garment during the cleaning cycle

4. Garments are turned inside out and laid smoothly around extractor basket after cleaning cycle

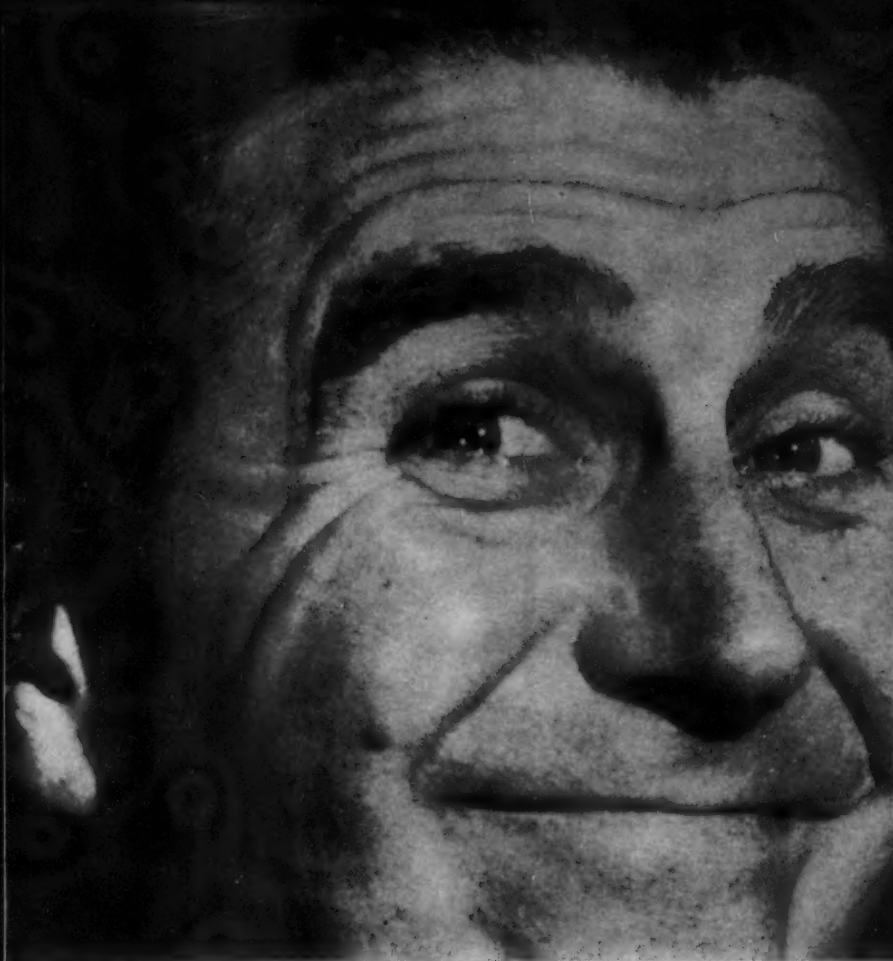
5. Drying in controlled temperature fluffs the skins, reviving their original sheen and luster



4



5



Car
coats
don't
get my
goat!

I make 'em profitable with... **CaLED Spray Spotter**

The concentrated liquid spotter that cuts down on wet-cleans, spotting time, finishing time. Just spray it on, toss clothes back in wheel and get rid of 95% of your spotting.

Here's all you do: Mix 1 part CALED Spray Spotter with 4 parts water in a spraying tank or other container. Spray or brush lightly on badly soiled garments. You don't have to scrub or rub. CALED Spray Spotter does the job itself—saves you time and labor. Throw the garments back in the wheel with dry load. That's it! You've taken care of 95% of your spotting. Clothes will come out really clean—ready to finish as fast and as easily as the rest of your work.

It's fast . . . It's easy . . . It saves you time and labor. Use with any system—all charge soaps • Use on any garment—any fabric • No tamping • No scrubbing • No feathering • Big help for inexperienced operators.

Get badly spotted pants, car coats, shirts, dresses, overcoats clean in a hurry! • Cut general spotting down to a bare minimum! • Get today's work out today! • Use a one-shot, one-time spotter that will take care of almost all normal spots and will speed production!

CALED

REGISTERED TRADE
MARK



Protect your profits—get your CaLED Representative to show you what CaLED SPRAY SPOTTER will do!



6. Skilled finishers remove all dead tissue, shape and press garment to styled proportions

7. Experienced operators spray each garment with specially prepared dyes or dressings to add more water-soluble fats

8. Inspection follows final pressing and shaping after dyeing

that suede and leather can be cleaned as safely as other types of clothing.

Marking

All garments should be thoroughly inspected for stains such as paint, tar, etc. They must be carefully checked for thin places in the skins. If thin spots are discovered they should be reinforced to avoid any damage in cleaning. All buttons should be removed before cleaning. If no suede buttons are available a small sample is clipped from a seam to guide the finishers on the specific color originally dyed.

Each garment is measured for exact size. Sleeve length is measured from underarm seams to the cuff; the

length from the neck seam to the bottom. The width of the garment is measured from one underarm seam to the other. Chest measurements are recorded from underarm seams to the edge of the facing on either side.

Sorting and prespotting

All suede garments are sorted into different color categories. It's important to sort different types of skins for separate handling just as heavy and fancy clothing is sorted for drycleaning.

Beige, tan and light brown garments are separated from high colors such as red, green, blue, yellow, pastels and grays. Dirty areas on heavy suedes—sleeves, collars, cuffs,

etc.—are spotted with fatty liquor leather soap, then feathered out. Garments are hung in the open air to allow moisture to dry out for at least three to four hours. Dirty linings are scrubbed with a special cleaning compound.

Garments are scrubbed on a board with a solution of fatty liquor soap. A dull knife blade or fingernail will help penetrate paint or tar spots. Blood, beer and other substances that must be digested are treated separately.

Lightweight suedes can be handled in the same manner. In prebrushing the linings the fatty liquor soap should be applied with the same skill. Colors may bleed into the linings from high-color suedes if too much moisture is

Another **U·SAN·O** First

- 1st** to manufacture "Applied-in-the-wheel" Mothproofing
- 1st** to offer Mothproofing insurance with the world's largest insurance company
- 1st** to manufacture Mothproofing with Mildewproofing
- 1st** to manufacture Mothproofing with Mildewproofing ... AND ... with a Built-in Deodorant*
- 1st** to manufacture Laundry Mildew Control with a Built-in Deodorant*

AND NOW...
First Again With

U·SAN·O **DOUBLE STRENGTH**
D.S.

MOTH AND MILDEWPROOFING
with BUILT-IN DEODORANT*

*(That combats perspiration odors in garments BETWEEN CLEANINGS)

COSTS LESS TO USE...

than any other mothproofing on the market today!

1/2% CHARGE

(1/2 Gal. to 100 gallons of solvent)
(For Petroleum Plants only)

U-SAN-O D. S. available in:
15, 30 & 55 Gallon Drums

ORDER FROM YOUR JOBBER

AMERICAN
MOTHPROOFING CO.

2510 Hampton Ave. St. Louis 10, Mo.

Serving the Industry for 26 Years

* Pat. Pending

FREE ADVERTISING PROGRAM TAILOR-MADE FOR YOU

AMERICAN MOTHPROOFING CO.
2510 Hampton Ave.
St. Louis 10, Missouri

Please have your U-SAN-O Distributor call on us about:

- U-SAN-O Double Strength Moth-Mildewproofing with Built-In Deodorant ☐
- U-MIL-O Laundry Mildew Control with Built-In Deodorant for Shirt Laundry Operations ☐
- Please send Free samples of Advertising ☐

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____



9. Complete service includes work of experienced alteration and repair operator who repairs thin spots, restyles garments, sews buttons, etc.

used. It is recommended that all pre-brushed suedes also be hung at least three to four hours before cleaning.

Cleaning

Suede and leather should be cleaned in a conventional cylinder washer rather than a pocket washer. This provides more mechanical action. Suede and leather should be cleaned and rinsed twice in clean distilled solvent. Suede cleaned in a charged solvent often produces an oily substance, causing the garment to streak or shrink.

Normal load for a 36-by-54 washer is 12 to 14 coats. Garments should be placed in the washer and run for about a dozen revolutions. This permits the solvent to thoroughly saturate the garments.

The washer should be opened and the solvent level lowered. Solvent should not measure more than one inch at the deepest place in the cylinder. Coats are spread out evenly so that they cover the entire bottom of the cylinder.

A specially prepared liquid soap compound is added. One-half ounce to one ounce of water is added to each pint of liquid soap used. The amount of water added to the soap depends on atmospheric conditions such as high humidity or extremely dry weather. This solution should be poured over the coats rather than over the cylinder. The washer is closed and run for 25 to 30 minutes.

At the end of the washing period the solvent is dropped into a distilla-

tion tank while the coats are running. The washer should then be refilled with 3 or 4 inches of fresh, clear solvent and run for 10 minutes. It is dumped again into a distillation tank. Then, another batch of clear solvent is added to the wheel for the final rinse. During the second rinse the solvent is pumped into the washer at a high enough level to float the garments.

Special cleaning compounds should be applied to slick leather garments including the pearlized type now gaining popularity across the country. Outer skins and linings should be wiped with toweling after prespotting. Capeskins and slick-finished garments should be allowed to dry for at least 24 hours before rinsing in pure distilled solvent.

Extracting

Suede and leather garments are turned inside out before placing in the extractor. They should be laid smoothly and evenly around the extractor basket and run at 1,200 r.p.m. for 5 minutes. The extractor should then be run at 800 r.p.m. or below for an additional 2 or 3 minutes.

Drying

Garments should be shaken out by hand when removed from the extractor. They are tumbled cool for 5 minutes. The rate of temperature is gradually increased to 120 degrees. The drying cycle should be completed in 30 to 35 minutes.

If seams or pockets are still not

deodorized at the end of the drying period, garments can be rerun for another 5 minutes. Garments should be examined while still in the tumbler to prevent chilling.

Some heavy leathers frequently carry considerable moisture. If the humidity is extremely high these coats can be predried before cleaning. This can be done either in a dryroom or a tumbler. Otherwise, these garments tend to shrink during the cleaning cycle due to the additional moisture.

Finishing

Suedes are brushed with a specially designed hog-bristle brush after cleaning and tumbling. This removes all dead tissue and opens up the pores without damaging the small fibers which form the suede. The garments are then pressed firmly on a hot-head press.

Capeskins and pearlized garments are also finished on a hot-head press. All garments are pressed firmly without steam flow to prevent shrinkage. The heat of the press permits the waxes and oils to saturate the garment. This restores the original sheen and softness.

Dyeing and dressing

Skilled operators mix the colors to match each garment. Garments are spray-dyed with special dyes and dressings, adding more water-soluble fats to the suede. They are dried at room temperature for 24 hours.

Neutral-color suedes need no dye. A dressing prevents water marks that might appear after wearing. Colored suedes, capeskins and pearlized garments are sprayed with specially prepared dye solutions.

A spray gun is used in a fanning motion at a spraying distance of 6 inches from the garment. Gold, bronze and silver metallic finishes are sprayed with a special solution using filtered dry air.

If garments are not air-dried overnight they should be dried in a cold tumbler for 20 minutes or more before spraying. This also depends on atmospheric conditions prevailing in the plant.

Garments should be firmly pressed again after the dye process has been completed. A rubber sponge is used to give the garment a final brushing.

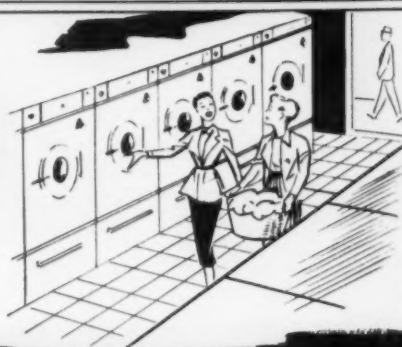
Expert workmanship and skill are necessary to make this sideline profitable. Unless plantowners have facilities to process suede and leather garments correctly, it's best to send them to a plant that specializes exclusively in this type of work. # #

"How HOYT Westport II Tumbler-Dryers Attract Customers . . . EVERYBODY WANTS 'LOADTROL' "



"AREN'T THESE NEW WESTPORT II DRYERS BEAUTIFUL, MARY? THEIR STAINLESS STEEL SURFACE* ALWAYS LOOKS LOVELY, AND JUST WAIT TILL YOU SEE WHAT A DIFFERENCE THEY MAKE IN DRYING TIME AND IN THE FINISHED RESULTS!"

* STAINLESS STEEL FACING
OPTIONAL AT EXTRA COST



"FIRST, YOU JUST SET THIS 'LOADTROL' AT THE NUMBER OF WASHER LOADS YOU'RE DRYING... FROM ONE TO FIVE... AND THE TUMBLING SPEED IS AUTOMATICALLY ADJUSTED TO GIVE THE RIGHT DROP FOR THE QUICKEST DRYING AND THE SOFTEST, MOST PLIABLE FINISH TO YOUR GARMENTS. THIS IS REALLY TWO DRYERS IN ONE. IT HANDLES YOUR SMALL WASH LOADS OR BIG LOADS EQUALLY WELL. I USUALLY HAVE THREE OR FOUR WASHER LOADS AND I CAN DRY THEM AT ONE TIME IN THIS MACHINE."



"OTHER PLACES HAVE SMALL DRYERS AS WELL AS LARGE ONES BUT HERE ALL THE DRYING IS DONE IN THESE NICE BIG TUMBLERS WHICH ARE LARGE ENOUGH TO GIVE QUICKER AND BETTER DRYING WITHOUT HARD WRINKLES OR NEED FOR LATER IRONING. EVEN PANTS ARE DRIED WITHOUT CREASES AND NEED SCARCELY ANY HAND IRONING."



"AND THE LINT TRAP IS SELF-CLEANING! LAST WEEK THE COMPARTMENT WAS BEING CLEANED AND I SAW HOW THE LINT DROPPED OFF LIKE A BLANKET EACH TIME THE MACHINE WAS STOPPED. THERE'S PLENTY OF ROOM IN THE COMPARTMENT TO HOLD UP TO SEVERAL WEEKS' ACCUMULATION OF CAST-OFF LINT DEPENDING ON HOW MUCH THE MACHINE'S IN USE. YOU'LL FIND THAT THESE MACHINES, BEING ALWAYS CLEAN, SPEED UP DRYING AND SAVE YOU A LOT OF TIME!"



(A FEW MINUTES LATER)

"LOOK AT BOBBY'S PANTS! SEE HOW SOFT AND LIKE NEW THEY FEEL. THE 'LOADTROL' GIVES THE RIGHT TUMBLING ACTION TO EQUALIZE THE HEAT ON ALL SIDES OF THE GARMENTS AND MAKE THEM DRY UNIFORMLY AND QUICKLY. THE LOW, EVEN TEMPERATURE IS SAFE, TOO, FOR EVEN YOUR MOST DELICATE GARMENTS."

"THOSE BIG WESTPORT II DRYERS ARE SURE FAVORITES WITH MY CUSTOMER-FRIENDS. AND THEY'RE IN USE AROUND THE CLOCK... YOU CAN ALWAYS DEPEND ON THEM. HOYT DESIGNS THESE DRYERS RUGGED AND SIMPLE SO THEY STAND UP AND CAN BE MAINTAINED BY ANY HANDYMAN. IT WAS MY LUCKY DAY WHEN I BOUGHT THOSE WESTPORT II'S."

USE THE COUPON TO FIND OUT MORE ABOUT THE SURPRISING NEW FEATURES OF THE WESTPORT II WITH CONTROLLED TUMBLING (PAT. PENDING). YOU PAY NO MORE TO GET THESE FEATURES. COMPLETE WITH METER AND ALL FEATURES, THE WESTPORT II IS PRICED AT ONLY \$555.



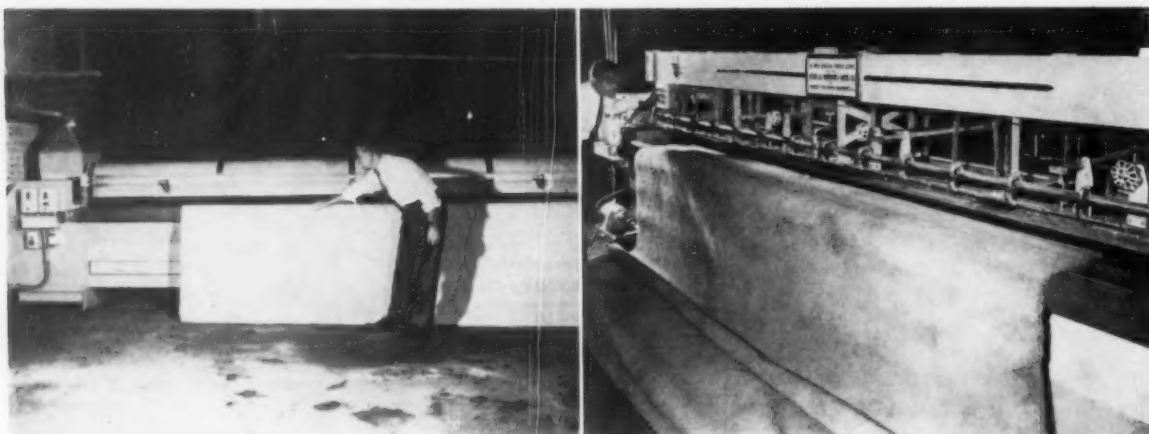
HOYT MANUFACTURING CORP.
14 Forge Road, Westport, Massachusetts

Please send me illustrated bulletin describing your Westport II Dryer.

Name.....
Title.....
Company.....
Address.....
City..... State.....

HOYT

AUTOMATIC DRYERS,
RECLAIMERS AND CHILLERS



Major new equipment to handle rug shampooing includes duster (left) and three-brush automatic cleaning machine, both 16-foot. Walter Werner, Jr., vice-president and manager of rug cleaning operation at Werner's in Pittsburgh, is shown inspecting equipment

Now Available: Wet or Dry Rug Cleaning

Advent of new fibers induces drycleaner to install completely automatic wetcleaning equipment

NOT MANY PLANTS can boast complete facilities for automatic wetcleaning and drycleaning of rugs. One that can, however, is Oswald Werner & Sons Co., Pittsburgh, Pennsylvania. Recent major installations make this firm one of the finest equipped plants anywhere for quality rug cleaning.

Essentially a drycleaning establishment, Werner has been in that business since 1864. It is under the current active supervision of Walter E. Werner, secretary-treasurer, and Walter Werner, Jr., vice-president and

manager of the rug cleaning operation.

The firm has been drycleaning rugs for the past 50 years. Lately it has used two single-pocket wheels, sizes 54 by 144 inches and 48 by 120 inches, with a special cleaning solvent developed by the company. With rug cleaning volume on the upswing in recent years, together with an increase in the number of cottons, rayons, nylons and blends, it was found that considerable wetcleaning had become necessary.

"We just didn't have the facilities to process all our rugs quickly enough," according to Walter E. Werner, "and we had to do something about it or lose our rug volume to the other cleaners in Pittsburgh. That's when we decided to look into wetcleaning equipment."

The Werners started out with the idea of buying just a wringer and high-pressure spray cleaning unit, with other steps to be taken one at a time to complete an automatic plant. But, as the Werners put it, "Before we knew quite what was going on, we had decided to order complete automatic equipment. Of course, having a couple of equipment salesmen at your elbow helps you to decide in favor of complete mechanization, too."

Building a new plant to accommodate the enlarged operation was out

of the question because of the costs of real estate and construction in Pittsburgh. This was solved by moving the maintenance shop, stealing some of the garage area and cutting out the flooring in one section between the second and third floors to accommodate a dryroom.

Thus, the Werners were able to make use of existing space at comparatively low cost for alterations. They were advised in this project by the engineering section of the equipment firm that supplied the new machines.

A dusting machine, three-brush automatic washer, 56-pole conveyor dryroom and a delinting brush—all in 16-foot widths—were installed, along with various other pieces of small equipment to make a fully automatic operation.

The washing procedure

Washing is done with a heated detergent solution at 105 degrees for wool, nylon and rayon carpets, and at 140 degrees for cottons. The Werners use a 900,000 B.t.u. input instantaneous boiler to heat the water for the automatic washer and for a wash-wheel in which soft-backed cottons are processed. By using an instantaneous hot-water boiler, they have

Continued on page 62



Special ductwork in dryroom is pointed out by Walter Werner, Jr., as instrumental in producing higher temperature at wet end as drying cycle begins

Ask
your jobber
salesman
for

BLENDOL Spray Spotter

IT'S NEW! A new, patented anionic surfactant blended with highly active co-solvents designed to remove 95% of all stains.

IT'S COLORLESS! The new, patented surfactant in Blendsol is substantially water-white. Eliminates rings and swales.

IT SPRAYS FASTER! The 1-4 spray solution is optically clear. It sprays much faster than the milky emulsions, and at safer air pressures. Eliminates separation in spray tank. Eliminates clogging of spray gun. Speeds production.



A \$3.00 VALUE FREE!

Ask your jobber salesman for our new spotting kit which contains 8 unbreakable, polyethylene squeeze bottles • Each bottle is imprinted with detailed instructions for its specific formula • Each formula bottle is readily distinguished by a different color • Each bottle has a special spout of the type most adaptable to its individual use.



David L. Harrington, 1959 Crusade Chairman of the American Cancer Society and Mr. and Mrs. Edward Ney and daughter, of Darien, Connecticut, who were the models for the poster "Guard Your Family," shown in the background

Hitch Your Mousetrap to a Cause

By DAVID L. HARRINGTON

National Chairman of the 1959 Cancer Crusade

MR. HARRINGTON is chairman of the board and chief executive officer of the Reuben H. Donnelley Corporation and president of the Illinois State Chamber of Commerce. The NATIONAL CLEANER & DYER is published by the Business Papers Division of the Donnelley Corporation.

ONCE UPON A TIME the man who made a better mousetrap didn't have to look for customers.

But in 1959 the best of all possible mousetraps won't sell without a skilled publicity campaign to tell the people—and sometimes also the mice—that this indeed is the trap of the future, a superior product for discriminating mice and men. Generally this is costly. And generally it's worth the cost.

Some years ago, however, I accidentally discovered a way of securing consumer goodwill at no dollar cost. And I consider this an excellent supplement to our regular public relations program. Eight years ago, without thought of profit or mousetraps, I be-

came a volunteer for the American Cancer Society. Looking back, I suppose I joined because I was asked to.

My father, who was my dearest friend, had died of cancer. Watching him die wasn't easy. Then there was my secretary—a dynamic young woman whose life was snuffed out by cancer in a few short months. These experiences might have led me to feel that you can't do anything about cancer; but there was also my dear friend and fishing companion, Jack Holland. He was operated on for lung cancer eight years ago. Last year we went on a pretty rugged fishing trip to Alaska. Jack held his own. This year, business and the Cancer Crusade permitting, Jack and I hope to catch a couple of big ones off the Isle of Pines in the Caribbean.

My friend Jack is one of 800,000 Americans cured of cancer. They owe their lives to the American Cancer Society's nationwide network of research, service and education programs.

The Society devotes millions of dollars to research. It needs many millions more.

Most of the 30 million dollars contributed to the Cancer Crusade last year came from small donors. Business and industry failed to give their full fair share. And this despite the fact that cancer costs business and industry *billions* a year in absenteeism, in lost goods and services, lost buyers and in indirect costs for medically indigent patients.

Here are a few facts every business or professional man should know. Fifty thousand man-years are lost each year to business and industry through cancer disability. The disease causes more prolonged absenteeism than any other illness. The annual hospital bill for cancer is 300 million dollars a year, excluding home care and follow-up treatment. Cancer creates more medical indigents than any other disease.

Now, medically indigent families cannot contribute to the community; in fact, they must be helped by it. Most of us absorb much of the cost of maintaining those whom illness has rendered incapable of helping themselves.

A healthy, thriving community con-

*plant after plant—
hundreds of operators*

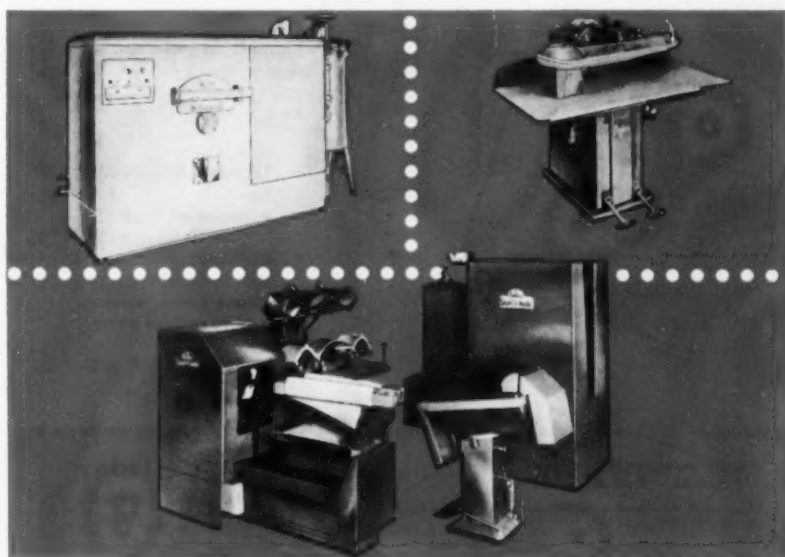
STEP UP PROFITS

as much as **40%**

using the **COMPLETE PANTEX LINE**

WANT PROOF?

Here's the way—finer quality cleaning with less time and attention (thanks to exclusive *Perk-O-matic* deep-drop design and fully automatic features)...low, low finishing costs (with the *Hydro-Air* swift, sure *perfect* pressing)—and top-quality shirt service with fool-proof finishing on a *Shirt-O-Matic* Cabinet Body Press! Make yours an all-Pantex, *all-profit* plant. Remember, Pantex cost-cutting, balanced production layouts are free. Write or call your representative *now*.



The complete Pantex line includes a selection of models and range of sizes to match your exact volume requirements.

 **Pantex**

MANUFACTURING CORPORATION, Pawtucket, Rhode Island

tributes to prosperity. What's good for the community is good for everybody.

To get back to mousetraps by way of detour, after working for the American Cancer Society in various capacities, in 1957 I served as Crusade chairman of the Illinois Division. This year I was asked to assume national chairmanship of the 1959 Crusade. I knew it was a demanding job, entailing extensive travel and time away from my business. But I wanted to contribute all I could to this great cause. I accepted the chairmanship because I consider the conquest of cancer America's most urgent health

need. And I'll be frank to admit that I also accepted it because I knew it was good business.

The major assets of The Reuben H. Donnelley Corporation are people, our more than a million customers and our employees. If they're in good health we benefit. The American Cancer Society helps keep them on the job.

In quite another way, my work for the Society is also good business. My public service through the Society's Crusade has gained The Reuben H. Donnelley Corporation the kind of goodwill that money can't buy. My

salesmen tell me it helps when a customer says, "Reuben Donnelley . . . oh yes, your boss spoke at a big cancer meeting last night. He's doing quite a job."

My mousetrap is publishing and advertising. We keep on trying to improve our products and services. And I think we have the best public relations men in the country working for us. But there is no substitute for the welcoming warmth of a customer who knows that you are *giving* to the community as well as *selling* to it.

The Cancer Crusade has a simple, universal appeal. Cancer strikes in two out of three homes. Knock on any door, and you'll find that some member of the family or a close friend has had the disease.

If you do something for the Crusade, the Crusade will more than repay you. You will have the rewarding experience of taking part in a great humanitarian effort—and it will show a profit in many other ways. # #

OHIO CLEANER EQUIPS THREE PLANTS WITH...

Master-Matic



GEORGE TITONIS, President

**SAYS: "MASTER-MATIC
PAYS FOR ITSELF!"**

ONE HOUR MARTINIZING
How the Ohio Cleaner

Master Manufacturing Corp.
125 Main Street
Sioux City, Iowa

Gentlemen:

We are very pleased with our new Master-Matic machines. Several months ago, we installed our first Master-Matic in our Wheeling, West Virginia plant. It was so successful that we have just completed installation of one in our Martin's Ferry and Bellaire, Ohio plants.

We expect to equip our Ohio plant with Master-Matic in the very near future.

Thanks to your engineers for a great contribution to the cleaning industry.

Very truly yours,
Alvin McGavin
General Manager

REGARDLESS OF YOUR PRESENT FILTER SYSTEM TYPE, MASTER-MATIC WILL RECLAIM NEARLY 100% OF THE "PERC" FROM FILTER AND STILL RESIDUE.

- ★ Transfers Muck from Filter
- ★ Reclaims all "Perc" from Filter
- ★ Reclaims "Perc" from Still Residue
- ★ Cleans tubes, screens and bags from every type of filter
- ★ Requires only 2' x 2' Floor Space

MASTER MANUFACTURING CORPORATION
125 Main St. Sioux City, Iowa

Please send me complete details and descriptive literature on the MASTER-MATIC "perc" reclaimers.

Name: _____

Address: _____

City: _____ State: _____

Company: _____

**Mail Coupon Today
FOR COMPLETE DETAILS**

Master

MANUFACTURING CORP.
125 Main St. Sioux City 2, Iowa

WET OR DRY RUG CLEANING

Continued from page 58

saved the plant space that would have been required for a storage tank for a regular boiler. This is in addition to saving on gas that would be used to reheat any water left over in a storage tank at the end of the work day.

The hot water is piped from the boiler to a soap carburetor, where it is mixed with a detergent concentrate to the desired solution proportion, and then into the washer. In this way, it is not necessary to run detergent through the boiler tubes at any time.

Dryroom temperature is set at 128 degrees, using two direct-fired gas heaters rated at a total output of 1,550,000 B.t.u. An innovation in ducting was worked out by the equipment manufacturer which has resulted in faster drying at lower temperatures, with economical consumption of gas. One of the dryroom heaters is controlled by a humidistat, firing automatically only when the humidity is high at the wet (incoming) end of the room. General humidity is also controlled automatically and a battery of disturbing fans keeps the air moving inside the room.

Before the conveyor carries the rugs into the dryroom, they are prefinished by an automatic brush that removes the lint and brushes the nap in one operation. This keeps the finishing problem to a minimum when the rugs are inspected after drying.

The Werners feel that labor savings alone should pay for the equipment within four or five years, with increased volume representing a substantial profit gain. # #

Get yourself a water repellent service with *a name that sells!*

Do you ever ask for a no-name coffee, or a no-name cigarette, or a no-name car? You prefer a brand you know. People prefer products and services with names they trust.

It is this buying habit which gives you a plus when you offer people a water repellent service like "Cravenette"—it is the original name in water repellents known to more people than all others combined.

Not only do you get a name that sells,

but you also get a service that sells—a complete package of ideas and aids to help your promotion. It is sales that make profits.

On top of that is the quality of the "Cravenette" product with spray ratings of 100 percent under test in the best of laboratories. With the new "Cravenette" product now available it doesn't make any difference whether you use petroleum or chlorinated solvents—you get a quality result regardless of your method of cleaning.

The Cravenette Company, U.S.A.

60 Romanelli Avenue, South Hackensack, N. J.
HUBbard 9-6773

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

WRITE - - - PHONE - - - WIRE

The Cravenette Co., U. S. A.
60 Romanelli Avenue, South Hackensack, N. J.
Gentlemen:

Please send me full information about your newest
water repellent usable with all types of charged systems

Name _____

Company _____

Street address _____

City _____ State _____

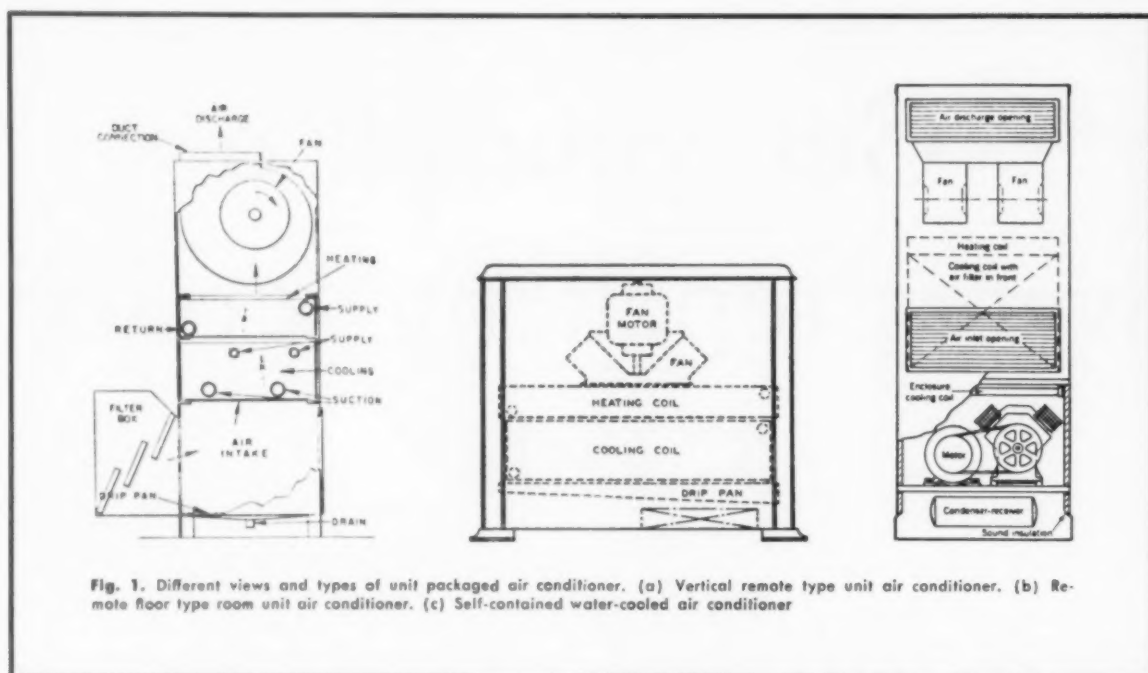


Fig. 1. Different views and types of unit packaged air conditioner. (a) Vertical remote type unit air conditioner. (b) Remote floor type room unit air conditioner. (c) Self-contained water-cooled air conditioner

Call-Office Air Conditioning

Here are questions — and the answers — to keep in mind

By JOSEPH C. McCABE

AIR-CONDITIONING the customer area or the store front of a plant for the summer months in this country is getting to be as common as heating that same area in the wintertime. If you are not already doing it you can expect to within the next year, if you are to compete with other business.

How big a job is it?

Equipment manufacturers have so improved air-conditioning units that the usual store front can be comfortably handled with a self-contained unit that looks like a big refrigerator. It can be made a built-in design so it doesn't take up customer floor space.

What about winter heating?

Again the manufacturers have taken this former problem and made it into an advantage. You can buy the unit air conditioner, of built-in design, that cools the air in the summer and heats

it in the winter. Fig. 1 gives you an idea of the workings.

How about the maintenance of such a close-packed unit?

Access or take-off panels are provided on all self-contained units to permit ready servicing and maintenance of the equipment. However, these panels are already in place and on initial installation do not cry out that they are there. Do not, therefore, make the frequent mistake of installing these units in closets or up against adjoining walls in such a way that the panel, let alone the space needed for a man to reach into the opened area and work on the unit, is beyond human ingenuity to get at and use.

Furthermore, whenever the unit is put up against an outside wall where in the winter the coils might clog or freeze, be sure there's enough space to get at them so you don't have to tear down part of the building.

How serious is the maintenance problem?

The outstanding source of difficulty in these unit air conditioners is usually dirty filters. The fans that push out the heated or cooled air, depending on the season, and create the drafts for air circulation are considered lightweight types and most susceptible to resistance to free air flow. But since changing filters is always felt by maintenance men to be a dirty job and therefore is likely to be overlooked, we would suggest making the filter change as easy as possible. To our way of thinking the job is an easy one if the filters are placed at a level where they can be reached readily. Again we suggest a look at Fig. 1.

What does this mean in the way of plumbing?

A water supply of adequate capacity and pressure is necessary to

NEW BUCKEYE CODE 166*

knocks out dirt—stops static

**Designed for Perchlorethylene Plants Only*

This modern, light-color detergent makes it easier for you to spot the build-up of color and other impurities in your solvent.

...and you can better control this easily seen build-up of contaminates with

PREMIUM DARCO®

... the super-activated carbon, also especially developed for modern charged soap systems which use highly efficient and valuable detergents such as Buckeye Code 166.

Darco—Reg. Trademark, Atlas Powder Company

Ask your Davies-Young Buckeye distributor about Buckeye Code 166—and ask him about Premium Darco, too.



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

Customer..... Buyer.....
 Address..... Space to be used for.....
 Estimate by..... Date..... Approval..... Date.....

1. People..... (Number Sitting or Moving Slowly)..... $\times 400 =$
 (Number Working, Dancing, or Similar Activity)..... $\times 660 =$
 2. Windows Exposed to Sun..... (Total Sq Ft)..... $\times A =$
 (Figure this item for the one sun exposure having largest window area.)
 3. Lights and Electrical Appliances..... (Total Watts in Use)..... $\times 3.4 =$
 (Include in this item only those appliances not listed in Table B.)
 4. Other Heat Sources..... $B =$
 5. Sub-Total—Sum of Items 1 through 4..... \rightarrow
 6. Windows Not Included in Item 2..... (Total Sq Ft)..... $\times C =$
 7. Walls and Partitions..... Sq Ft—Windows..... $\times C =$
 Sq Ft—Windows..... Sq Ft..... $\times C =$
 Sq Ft—Windows..... Sq Ft..... $\times C =$
 8. Floor..... (Total Sq Ft)..... $\times C =$
 9. Ceiling..... (Total Sq Ft)..... $\times C =$
 10. Ventilation or Infiltration..... (CFM)..... $D \times E =$
 11. Sub-Total—Sum of Items 6 through 10..... \rightarrow
 12. Total Btu per Hour Cooling Load to be Used for Selection of Unit—Sum of Items 5 and 11..... $=$

COOLING LOAD FACTORS

WINDOWS EXPOSED TO SUN-SOLAR RADIATION FACTORS FOR DIFFERENT ORIENTATIONS TO BE INSERTED AT A							
Direction Windows Face	NE	E	SE	S	SW	W	NW
Clear Glass (Single or Double) No Protection	110	180	160	195	160	180	110
Shaded Completely by Awnings	30	50	45	30	45	50	30
Light-Colored Inside Shades or Venetian Blinds	65	110	95	60	95	110	65
Glass Brick, No Protection	44	72	64	42	64	72	44

OTHER HEAT SOURCES TO BE INSERTED AT B			
Beauty Parlors.....	Number of Operators	$\times 2000 =$	
Electric Motors.....	Total Nameplate HP	$\times 2800 =$	
Gas Burners.....	Number	$\times 6000 =$	
Glass Coffee Makers.....	Number	$\times 900 =$	
Coffee Urns—Gas or Electric.....	Coffee Capacity in Gallons	$\times 1400 =$	
Steam Tables—Electric.....	Sq Ft Area of Top	$\times 550 =$	
Steam Tables—Gas.....	Sq Ft Area of Top	$\times 1300 =$	
Additional Heat Sources.....	Btu/Hr	$=$	
Factors for appliances equipped with hood and positive exhaust should be reduced by 50%.			Insert Total at B

WINDOWS, WALLS, FLOORS, AND CEILING TRANSMISSION FACTORS FOR VARIOUS OUTSIDE DESIGN TEMPERATURES—INSERT AT C																				
Outside Dry Bulb, °F	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	
Windows (No Sun).....	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Walls—Heavy.....	2	3	3	3	3	4	4	4	5	5	5	5	6	6	6	6	6	7	7	
Masonry.....	3	3	3	3	4	4	4	4	5	5	5	6	6	6	6	7	7	7	7	
Walls—Average.....	3	3	3	3	4	4	4	4	5	5	5	6	6	6	6	7	7	7	7	
Masonry or Frame.....	1	2	2	2	2	2	3	3	3	3	3	4	4	4	4	4	4	4	5	
Walls—Insulated.....	2	3	3	3	4	4	4	4	5	5	5	5	6	6	6	6	7	7	7	
Partitions—Inside.....	5	5	6	7	7	8	8	9	10	10	11	11	12	12	13	14	14	15	15	
Partitions—Double Thickness.....	3	3	3	4	4	4	4	5	5	5	6	6	6	7	7	7	7	8	8	
Partitions—Display.....	11	12	13	13	14	14	15	15	16	17	17	18	19	19	20	21	21	21	21	
Window Back.....	11	12	13	13	14	14	15	15	16	17	17	18	19	19	20	21	21	21	21	
Glass Brick (No Sun Exposure).....	4	4	5	5	5	6	6	7	7	8	8	9	9	10	10	10	11	11	11	
Floor.....	2	2	2	2	3	3	3	3	4	4	4	4	4	5	5	5	5	5	5	
Ceiling under Un-ventilated Attic*.....	11	11	11	12	12	12	12	13	13	13	14	14	14	14	15	15	15	15	16	
Ceiling under Ventilated Attic*.....	7	7	8	8	9	9	10	10	10	11	11	12	12	13	13	14	14	14	15	
Ceiling under Flat Roof*.....	13	13	14	14	14	15	15	16	16	16	17	17	17	18	18	18	19	19	19	
Ceiling under Occupied Floor*.....	2	3	3	3	3	3	4	4	4	5	5	5	6	6	6	6	7	7	7	

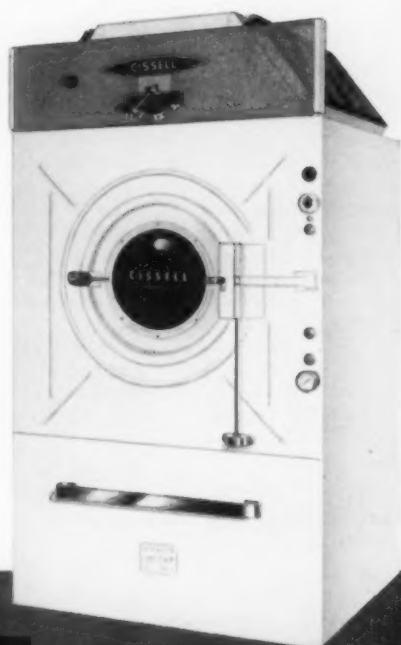
* Adjust factor selected from this table if ceiling is insulated. Example: 4" Insulation— $0.2 \times$ Selected Factor = Adjusted Factor. 1" Insulation— $0.4 \times$ Selected Factor = Adjusted Factor. 2" Insulation— $0.3 \times$ Selected Factor = Adjusted Factor. 4" Insulation— $0.2 \times$ Selected Factor = Adjusted Factor.

VENTILATION OR INFILTRATION QUANTITY TO BE INSERTED AT D		
Calculate requirements for both ventilation and infiltration, and use larger quantity cu ft per minute (CFM). Use no less cfm than required by local ordinance, and no less than amount drawn from space by exhaust fans, if used.		
VENTILATION REQUIREMENTS	INFILTRATION	
SMOKING.....	No. OCCUPANTS	CFM
None.....	$\times 7\frac{1}{2} =$	(H) = Room Height, (L) = Length, (W) = Width, (G) = Wall Factor
Light.....	$\times 15 =$	Room with one outside wall, (G) = 1
Heavy.....	$\times 40 =$	Two outside walls, (G) = 1.5
		Three or more outside walls, (G) = 2
		CFM = $\frac{(H) \times (L) \times (W) \times (G)}{60} =$

VENTILATION OR INFILTRATION FACTOR FOR VARIOUS OUTSIDE DESIGN TEMPERATURES IN °F WB TO BE INSERTED AT E																
Outside Wet Bulb, °F	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79
Factor	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Fig. 2. Guide to unit size. (For more details see Handbook of Air Conditioning, Industrial Press, New York City)

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DRYERS**



**FAST DRYING-
FULL DEODORIZATION**

SEPARATE MOTORS FOR FAN AND BASKET provide continuous fan operation during loading and unloading. When door is open, basket stops automatically—fan continues to operate, exhausting vapors from dryer area and keeping it comfortable . . . Double Walls for extra strength . . . Static Steam Spray . . . Two-Way Fire Extinguisher . . . Air Filter standard equipment on 42" x 42" . . . Large basket shaft in gear reducer, supported by Timken Bearings, has 15 year life expectancy under continuous 40-hour week operation. Here's everything you could ask for in a Dryer!

Cissell Steam-Heated Dry-cleaning Dryers — Single Basket: 36" x 18", 36" x 30", 42" x 42". **ALSO AVAILABLE:** Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".



**Cissell 8-Stage Heat Control
eliminates temperature guesswork**

Operator sets control for the heat required and forgets it! With Cissell's 8 FIXED stages of heat, temperature is positively maintained — and every drycleaner knows how important this is.

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prevent overloading of electrical equipment by high head pressures. The average city water supply pressure is adequate for installations up to the third floor. Since most water-cooled units require about 20-pound pressure, including control-valve losses, it is important that any units served by gravity from roof tanks be checked carefully if located less than 40 feet below the tank.

Drain connections from condensers should flow to an open and properly trapped sink as required by most city codes. This prevents back pressure on the city water system in the event of condenser failure. A check valve should also be installed in the water supply as a further precaution against contamination.

What about drains and what to do about them?

Since the drain connection is usually made on the exit side of the coil, it is important that the drain line be properly sealed. This seal should be at least twice as deep as the suction on the fan in inches of water, to prevent gurgling sounds, and to insure a positive seal against infiltration of odors and moisture-laden air.

Drain pans should not be used to support the coils, unless they are designed to hold this weight without sagging. As the movement of air draws the condensate or excess humidification water toward the fan, drain connections are usually placed on the exit side of the coil. The advantages of quick drainage are lost if improperly supported coils distort drain pans and cause water to accumulate in the center or back of the pan.

When the fans of vertical units are stopped, condensate that has been held up in the coils by fan suction drops into the drain pan and splashes the casing. If water damage is to be avoided, flashings should be provided to prevent this water from running out of the unit at the seams.

Aren't there other problems beside plumbing?

Of course. From the standpoint of building construction you have this to consider. Self-contained units should be carefully installed since their weights run as high as 200 pounds per square foot. When they are installed in street-floor stores, the extra precaution of placing a column beneath them in the basement is an inexpensive method of reducing vibration, as well as providing insurance against overloaded floor beams.

Besides this, the services required for operation of this equipment should

conform to the many restrictive, but necessary, local municipal codes. Existing buildings are seldom wired adequately for the electrical load imposed by the starting of an air-conditioning compressor on any branch circuit. Even the smallest room cooler can draw enough current to reduce the voltage of a lighting circuit to the point where it is visibly apparent. This voltage drop may even affect the life of the unit due to the relatively slow starting. The cost of a separate electrical circuit of adequate capacity from the main panel is more than justified; it is a necessary expense in the majority of installations.

How do you determine the proper size of the air conditioner?

Guessing is not necessary today. There are any number of short cuts either equipment makers or sales engineers will use in giving you some gauge on how large a unit you need. Here is a universally accepted one (Fig. 2). It is put out by the Self-Contained Air Conditioner Section of the Air Conditioning and Refrigeration Institute.

What does all this mean?

The cooling load estimate form (Fig. 2) uses many numbered items. The quantity entered should in each case be multiplied by the factor given or indicated, and the product (B.t.u. per hour) entered in the last column. Remember that a ton of air conditioning or, to be more exact, a ton of refrigeration is 12,000 B.t.u. per hour and you can see the size of unit you will need.

People (Item 1). Insert the number of persons normally occupying the space after the air conditioning is installed. If all the people are engaged in the same activity, the number should be placed on the proper line. If some are more actively engaged than others—that means, busy moving out the garments to be cleaned and bringing in the finished work as against a clerk just checking in or collecting for outgoing stock—the total number would be properly divided on the two lines.

If it is a space that would be occupied by a large number of people for only a few minutes duration and then a smaller number for the remaining time, like commuters in the morning and night, use the largest number that would be present for approximately 15 minutes.

Windows in Sun (Item 2). Insert the maximum total square feet of window area on any one wall of the

space exposed to direct sunshine. There are special detailed tables, which we'll designate as "A," to which engineers refer, that let you select the proper factor which must be inserted in the space indicated. If all the windows are on the north wall, for example, or on a wall shaded completely from the sun by an adjacent building, no figure will appear in this item.

Lights (Item 3). Insert the total number of watts in use, not including the watts consumed by appliances. Lights in store showcases contribute heavily to the load and must not be neglected.

Other Heat Gains (Item 4). Again there are tables, designated as "B," for calculating the heat load due to gas and electrical appliances and motor-driven apparatus. Insert the total in the space indicated in Item 4.

Subtotal (Item 5). After checking the extensions of the first four items, add them and carry this subtotal to space at right.

Other Windows (Item 6). Insert the total square feet of windows not included in Item 2. In another set of tables, "C," select the factor for these windows under the design outside dry-bulb temperature for the given location. Insert this factor in space indicated in Item 6.

Walls (Item 7). Three lines are provided in this item, as it is quite possible that several wall constructions may be used on a particular space. In each case subtract the area of the windows from the total wall or partition area and insert the total net wall or partition area. In table "C" select the proper wall or partition factors shown under the design temperature already established. Insert these factors on the proper lines at the spaces indicated in Item 7.

Floors (Item 8). Insert the total square feet of floor area. Refer to table "C" for the factor to be inserted in the space indicated.

Subtotal (Item 11). After checking the extensions of Items 6 through 10, add them and carry this subtotal to space at right.

Total Load (Item 12). Add subtotals, Items 5 and 11. This total is the B.t.u. per hour cooling load. Remember to divide this figure by 12,000 to give you an answer in tons. A rough guess on today's costs for these units would be in the neighborhood of \$200 per ton. The exact price depends to a large extent upon the controls you want or need. An air conditioner with capacity equal to or greater than this load must be selected to obtain comfort conditions within the space. # #

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- * No Foot Pedals
- * Fully Automatic
- * Air and Steam at the same time
- * Controlled Air Pressure

Meet your customers' demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully on the FULLY AUTOMATIC Cissell Form Finisher. The Cissell Time Switch permits operator to do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position.

Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

CISSELL FORM FINISHER includes one set of #11 Sleeveless, one set of #24 Sleeveless, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.

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The answermen gave their expert opinions on problems that covered a variety of topics from advertising to truck replacement. Panel moderator Roger Foussard is at left

Minnesotans Want To Know

ONE OF THE HIGHLIGHTS of the Minnesota Institute's convention program was the Question-and-Answer session. At this session, a panel of plantowners answered all manner of questions pertaining to industry problems submitted from the floor.

The panel members included George Berman, Independent Cleaners & Launderers, Duluth; William Hirsch, Anchor Laundry Company; Peter Rauen, Despatch Laundry; and Fred Samels, Vogue Cleaners & Launderers, all of Minneapolis. Roger Foussard, Model Laundry Company, St. Paul, was the panel moderator.

Here's a partial list of the topics covered:

► **Should I run specials and when?**

There's hardly a retailer who doesn't run a special at some time. The panel recommendation: Use it sparingly and give good reason to justify lower price.

► **How can a small plant survive in the midst of mergers and consolidations?**

Concentrate on one service and do it well. Closer contact with customers and employees can also prove to be an important advantage.

► **Should you advertise when business is good or when it's bad?**

Set up a budget for a year-round advertising program. And plug hardest during seasons when business is normally on the upswing.

► **What about charge accounts?**

Three of the four panelists thought charge accounts were most desirable since the customer with a good credit standing tends, they find, to be more loyal and spends more. The fourth felt it was a lot of trouble and only offered credit on the routes. (One drops the cash-and-carry discount for charge customers.)

► **How long should you keep a truck?**

Estimates ranged from three to five years, although one panelist frankly admitted that they "ran the wheels off" their trucks before getting new ones.

DESPITE SUBZERO temperatures that dipped to 14 below, attendance hit an all-time high for the Minnesota Institute of Laundering & Cleaning's two-day program at the Nicollet Hotel, Minneapolis, January 17 and 18.

A total of 504 registered for the convention which featured topnotch speakers and a 16-booth equipment and supplies exhibit.

William L. Browne, director of public relations, National Institute of Drycleaning, pointed out some of the misconceptions that wash-and-wear has bred: (1) that drycleaning will become obsolete; (2) that you can do it better at home; (3) that it's o.k. to look sloppy. Actually, he noted that wash-and-wear has *not* increased the sale of fabrics, nor does the housewife welcome another chore. "We must stress the fact," he said, "that drycleaning is good for clothes and that the drycleaner is her expert, ally and friend."

Ward Gill, director of industry relations, American Institute of Laundering, warned the assembly that the minimum wage issue was alive again and that the industry would have to fight for its exemption.

Guest speaker Dr. John Philip Wermette of the University of Michigan predicted a surging economic boom by the 1960's as population, productivity and disposable capital continue to increase.

Workshops and demonstrations

The second day's program was turned over to workshop sessions and finishing demonstrations. The instructors and their subjects were as follows:

Charles Riggott, NID, "Better Inspection for More Profit"; Paul Jacobsen, Wallerstein Co., "97% Passups"; Ernie Heidersbach, R. R. Street & Co., "Pricing, Price-Cutting and Profit."

Harold Speier, Johnson Launderers and Cleaners, Albert Lea, is president, Roger Foussard vice-president, George Berman, secretary-treasurer, and George Samels executive manager.

—Harry Yeates

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when you water repel with

Signal **Raincote**



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CHEMICAL MFG. CO., INC.
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No Separate Rinse Required

Signal Raincote is a new type formulation that's effective on all fabrics and protects them from rain and water-borne stains. Doesn't leave fabrics stiff and restores their original mill finish.

ECONOMICAL TO USE—Dilutes 5 to 1. Dilutes With Synthetic or Petroleum Solvents.

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Promotional
Material To
Help You Sell
This Extra
Charge...
Extra Profit
Service



Send for **FREE BROCHURE** entitled
"10 Steps To Extra Profit"

NAME

ADDRESS

CITY STATE

JOBBER



Left: Iowa officers include, left to right, Vic Helling, president; Don Graham, vice-president; Clarke Wilson, treasurer, and Robert Corwin, secretary. Nebraska's leaders are, left to right, Lyle Owens, president; Jay Ushio, vice-president; Oscar Nielsen, secretary-treasurer

Little National Offers Varied Program

A CRACKER BARREL session took top billing at the Little National convention in Des Moines, Iowa, February 13, 14 and 15. Over 650 registrants from the Nebraska-Iowa area attended the meetings and toured the exhibit of equipment and supplies presented by 20 allied tradesmen.

Participants at the round-table discussion were divided into groups of 10 or 12. Table moderators summarized questions posed by Al Graham, R. R. Street and Company Inc., general chairman during the session. Five subjects fired the imaginations of everyone in attendance:

Question 1: Should a plant establish a different price structure between cash-and-carry and pickup-delivery?

Answer: Some type of cash discount—at least 10 percent—should be set up to increase cash-and-carry traffic. Route customers should pay a little more for the convenience of delivery service. Although a discount usually implies a bargain, plantowners can't afford to lower the quality of their work to attract cash-and-carry business. The price difference should be used periodically to build new business—not as a cure-all to keep volume steady all year long.

Question 2: How should a plant with an established price compete with a newcomer offering cut prices?

Answer: Price-cutting can be combatted by a good advertising or promotion campaign. This means talking about special services like repair departments, etc. . . . letting people know these services are available to them. If consumers aren't educated along these lines they will fall prey to the cut-rate competition.

Question 3: What can be done to cut costs and keep present prices—or how can the public be convinced that a price rise is justified?

Answer: Only better quality—showing tangible results of plant workmanship, like unusual packaging, etc.—will justify a price increase. Guided tours through the plant acquaint people with the many details involved in processing a garment.

Question 4: How can the public be convinced that wash-and-wear garments should be sent to the drycleaning plant?

Answer: Advertising the fact that the plant is equipped to handle all types

of garments. It's up to the drycleaner to sell the concept of good grooming.

Question 5: What sideline offers the most profit for a plant wanting to expand service?

Answer: It was generally agreed that box storage offers a good potential for new business. Anyone branching out into new sidelines should stress items related to drycleaning, such as mothproofing, household cleaning, etc.

Guest speakers included William L. Browne, National Institute of Drycleaning, who based his talk on the recent motivation study. Mr. Browne suggested that plantowners can combat wash-and-wear trends in three ways: (1) Let the customer know the plant can do a better job than home laundering. (2) Be an expert on all cleaning problems. (3) Make it a pleasure for the customer to use plant facilities.

Charles Lamb, Emery Industries, Inc., illustrated the importance of a good quality control system through inspection. Plantowner Betty Corwin, Corwin Cleaners, Des Moines, outlined a simplified and effective method used in her plant. (This subject will be treated in a forthcoming article in *THE NATIONAL CLEANER & DYER*.)

Four reasons why plantowners don't promote household departments were discussed by John A. Ireland, director of industry relations, Caled Products Co. Too many plantowners fear that they can't do households, they fail to promote the department, a lack of packaging know-how hinders the operation, and proper techniques are not available in the plant. Mr. Ireland cited examples of plantowners around the country who have successfully built household departments into extremely profitable operations.

—Harry Yeates



Capacity crowd attended cracker barrel session during Little National convention



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DS-100**



**MODEL
VC-200**

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DRY STORAGE AND COLD STORAGE

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MAKE ANY PLANT SPACE... INCLUDING BASEMENTS, A PROFITABLE STORAGE BUSINESS!

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FOR DRY STORAGE . . .

two completely self-contained package units:
MODEL DS-100—servicing up to 10,000 cu. ft.
MODEL DS-50—servicing up to 5,000 cu. ft.

featuring:

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- Thorough fumigation
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- Lowest possible economy of operation
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FOR COLD STORAGE . . . completely self-contained package unit conditioners in sizes for every vault. Undoubtedly the finest of their kind anywhere . . . and they're guaranteed for 5 years. Manufactured to suit your requirements. Just connect electric and water lines and you're ready to operate for profits!

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LEGAL DECISIONS

By A. L. H. STREET

Agreement Invalid

Is a partnership agreement still valid after the partnership business has been transferred to a corporation where the original partners own 99 percent of the stock?

A partnership engaged the services of an employee under an agreement binding him not to engage in a competing business for five years after termination of his employment. The partnership business was subsequently transferred to a corporation formed by the partners.

The Massachusetts Supreme Judicial Court (*West v. Jacobs*, 178 N. E. 615) decided the partners had no right to enjoin the employee from violating the agreement. The court took the position that, having disposed of their business to the corporation, the partners no longer had such legal interest in the contract as to entitle them to enjoin its breach by the employee on his quitting. The court went a step farther by holding that it made no difference that the former partners owned 99 percent of the corporation stock. If anyone had a right to enjoin the former employee, it was the corporation, but the corporation could not sue as the contract had not been assigned to it.

Theft Precautions

Is the drycleaner liable in the theft of a valuable garment from his premises where it had been placed in storage?

A furrier received for storage a mink stole worth about \$1,200, and pending delivery to a warehouse, placed it on a table in a room which had a door affording access to and from a public hallway. The room also had windows which, if not properly secured, would enable a burglar to enter.

The furrier, defendant in a suit for the value of the stole after it had disappeared, claimed that while he was absent from the room for five minutes, someone entered and took the stole. According to his version, the burglar must have entered through the door which had only been fastened by a snap lock.

In awarding judgment against the furrier and his insurance company, a New York Municipal Court judge said the defendant, as custodian, had the

obligation of due care (*Arkush v. Citron*, 180 N. Y. Supp. 2d 514). The judge said that although the burden of proving negligence might rest upon the owner of the stole, the failure of the furrier to return the property establishes a *prima facie* case of negligence and requires an exonerating explanation from him.

"Assuming Citron's credibility," the judge ruled, "the court finds him guilty of negligence in leaving no more than a snap lock between this valuable garment and a felon, and in failing to apply the window and manual door locks against intrusion. In the absence of any recognized safeguards on his premises for articles of such value, of which he was aware when he previously placed the stole in the vault of another for safekeeping, it was his duty to utilize all the limited means with which his premises were equipped before leaving the garment unattended. And if the exigencies of his physical condition did not allow him the time to do so, he had the alternative duty and opportunity of taking this easily portable article with him when he left the premises."

The judge concluded by remarking on the incredibility of the furrier's story and the coincidence that an intruder had chosen the isolated few minutes to steal the fur piece.

Cleaner's Lien Rights

A cleaner ordinarily has a lien upon garments serviced by him. Has he a right to refuse to redeliver them as security for the payment of delinquent charges for previously servicing the same or other garments of the patron?

One of the leading decisions on this subject was rendered by the Pennsylvania Supreme Court (*Firth & Foster*

Bros. Co. v. Deelmore Manufacturing Company, 167 Pa. Rep. 382) in a case involving the dyeing of fabrics for a manufacturer. But the same reasoning would apply to the relations of any cleaner and the owners of the garment serviced.

In this case the defendant disputed the plaintiff's right to withhold certain goods to cover charges on other goods which had been returned, but the court upheld the dyer, saying:

"That a general lien may be created by contract between the two parties is a proposition that is not disputed; but this may be either by express agreement or by notice from the dyer that he will receive the goods only upon condition that he shall have a lien upon them for the balance due, provided it be shown that the owner received the notice prior to entrusting his property with the dyer. . . .

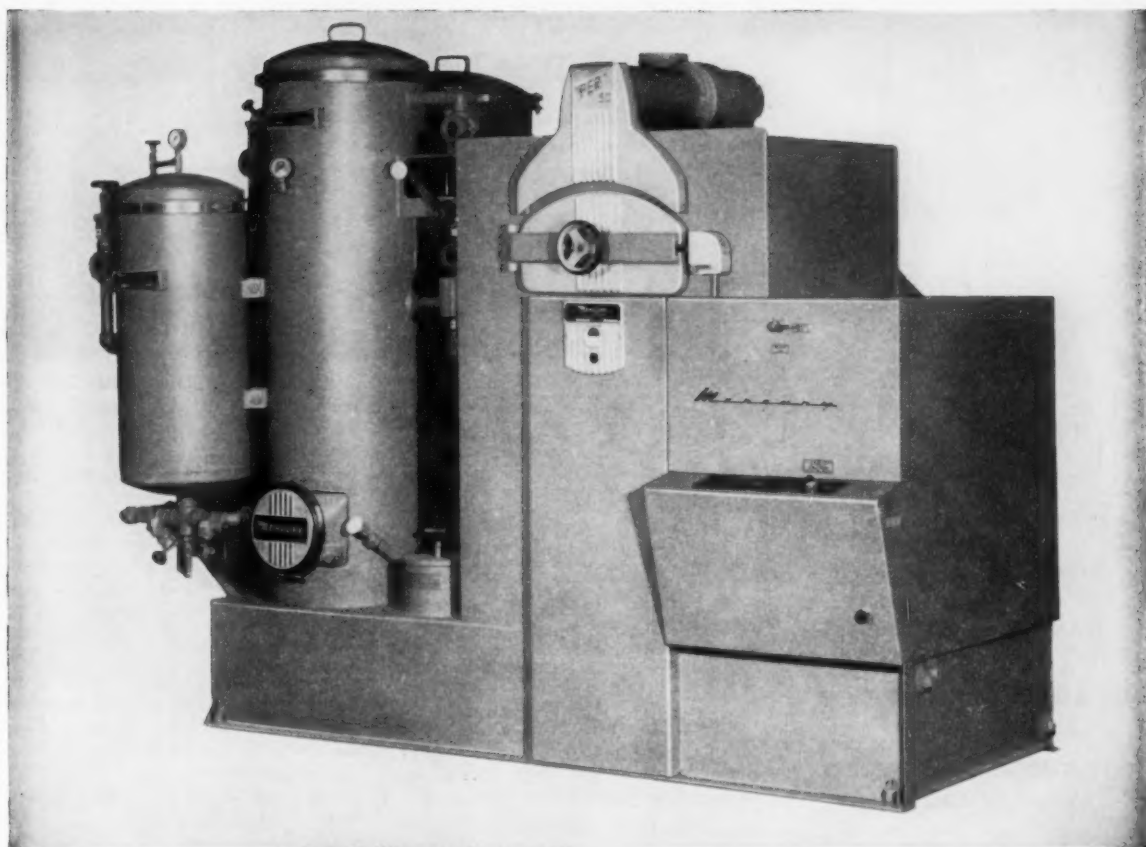
"In the (English) case of *Kirkan vs. Shawcross*, 6 Term Reports, 14, a meeting of the dyers of Manchester was held at which the said dyers gave public notice that they would not receive goods except on condition that such goods should be subject to a lien for the general balance of account. These resolutions were signed by the plaintiffs and were advertised in the Manchester newspapers, and this advertisement was seen by the defendant. It was held that the plaintiffs had a general lien on the defendant's goods for the balance of his general accounts.

"The evidence shows that the notice of this general condition was printed on most of the slips on which dyeing orders were written by the Deelmore Manufacturing Company, on the delivery slips signed by the company or its employees, and on all bills and monthly statements mailed to the company covering a period of three or four years. In the absence of any denial that the notice or condition was received and read by the officers or employees of the defendant company, the presumption is that it was received and read. The transactions between the parties were many and frequent, and no effort was made by the defendant to show that the officers and employees of the company were not aware of the condition upon which the plaintiff received the goods . . . and under this state of facts the contract has the same force and effect as if it had been formally signed by the parties."

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by **THE NATIONAL CLEANER & DYER**. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

THE NATIONAL CLEANER & DYER
305 E. 45th St., New York 17, N.Y.



Per 50 designed to provide the finest cleaning with maximum solvent mileage, lowest operating and maintenance costs.

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Progressive cleaners are modernizing the Mercury Lease-Purchase way. Frees working capital. \$45.-\$50. per week for Per 50 above.

Per 50 pictured above is fully automatic, with dry load capacity of 45-50 lbs. per load . . . \$2000 to \$2500 weekly volume.

New Clover-Leaf Muck Stripper attached to 2000 GPH Monel Tubular Filter "valves away the muck" . . . reduces filter pressure for fast solvent flow. Eliminates chore of cleaning filter. Over 10,000 lbs. mileage per drum of Perc.

New Automatic Still provides greater capacity with no "foam-over," no "surge."

New Twin-Disc Fluid Drive controls acceleration for smoother operation. Reduces vibration and maintenance.

New Heavy Duty Transmission with double belt drive.

Mercury solvent reclaiming tumblers, optional.

Petroleum units also available . . .
140F or Stoddard solvent.

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EVERYTHING!**

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Peoria, Illinois

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Monaco, Pennsylvania

ASSOCIATION NOTES



CDA To Co-Sponsor Tokyo Convention: The California Drycleaners Association is joining the Japanese Productivity Council in sponsoring an international convention to be held at the Imperial Hotel, Tokyo, June 24-26, it has been announced by George M. Shepherd, executive secretary of the CDA.

Mr. Shepherd noted that this is the first industry group in the United States to sponsor such an international meeting and it is expected to set a pattern for closer relations between businessmen in the two countries.

In addition to U. S. and Japanese delegates at the convention, there will be representatives of most other countries on the Pacific Basin, with the ex-

ception of Red China. Invitations are being sent to organizations in India, Burma, Thailand, Malaya, Hong Kong, Philippines, Australia, New Zealand, Guam, Hawaii, Mexico and Canada.

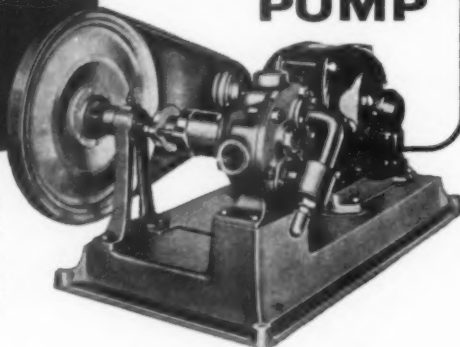
The California delegation, in addition to attending the convention, will spend three weeks visiting drycleaning establishments throughout Japan and other areas of the Orient.

Plans for the convention were discussed recently at a meeting of the committee, above, which consists of, left to right: Mr. Shepherd; Japanese Consul-General Yukio Hasumi; Keiichi Igarashi, Tokyo drycleaner; John Brittain, president elect of CDA; Tom Jones, chairman of U. S. delegation to Japan and CDA director, and Jack Wada, co-chairman of the U. S. delegation.

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Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
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Miller Joins NCA Field Staff: Jerry Miller, active New York City Chapter board member from Queens, has resigned from the board of directors and is selling his store to become a Neighborhood Cleaners Associations (New York) fieldman, it was reported in the NCA Bulletin.

His territory will cover Manhattan and eastern upstate New York.

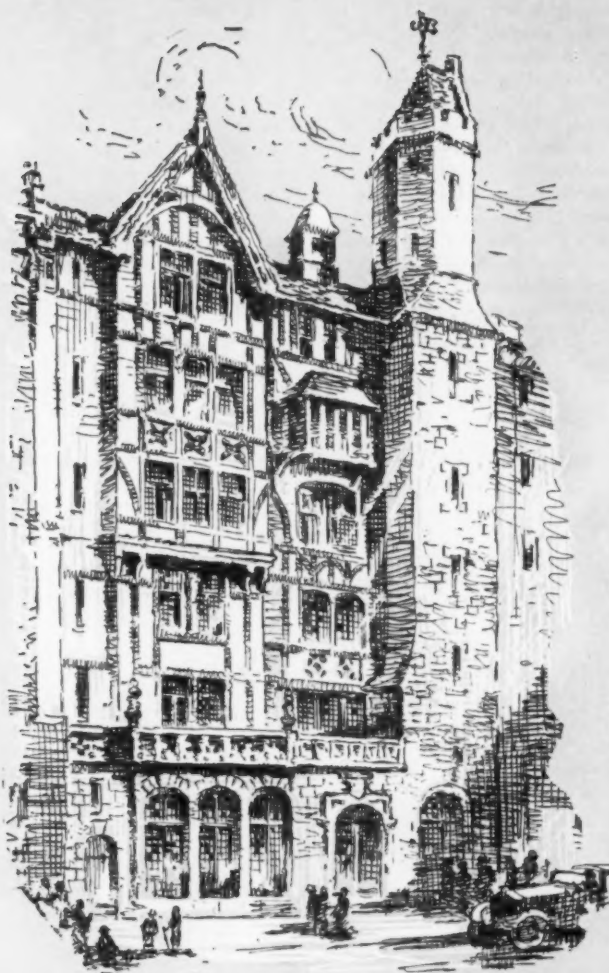
Local Elections: Joseph Wolf of Wolf's Cleaners has been elected president of the Dry Cleaners Guild of Milwaukee, Inc. Other officers are Vincent Groff, Oakland Cleaners, vice-president; Richard Assman, Bellview Cleaners, Waukesha, secretary, and Ted Sedlik, Lake Cleaners, Cudahy, treasurer.

T. C. Allin was elected president of the Jacksonville, Fla., Laundry and Cleaners Assn., Inc., at a recent annual meeting. Named as vice-president was Charles F. Johnston, Jr., and R. L. Padgett was elected secretary. The group elected Johnnie Holton treasurer, and the following will serve as directors: Messrs. Whitlaw, Allin,

NATIONAL CLEANER & DYER

There's
STYLE
in
American
Clothes

...and they have it
as long as they last!
It's because American
people enjoy the
services of 15,000
professional dry-
cleaners with modern
equipment and the
finest modern
solvents such as...



Courtesy of Finchley, New York & Chicago,
Unique Among America's Finest Shops

Perk

STAUFFER'S PERCHLORETHYLENE
12 Quality Control measures
insure the safety of fine fabrics



STAUFFER CHEMICAL COMPANY

380 Madison Avenue, New York 17, N. Y.

Johnston, Padgett, Holton, Joseph Helow, C. V. Webb, Floyd Williams, L. M. Millan, M. T. King, Kenneth Crawford and Herman O'Steen.

At a recent meeting of the United Cleaners Association of New Jersey the following were elected officers: Charles Cerasia, Chuck Venezia Cleaners, Passaic, president; Frank Genty, Genty's Cleaners, Wallington, vice-president; Sidney Reisfield, Quality Cleaners, Passaic, secretary; John Greco, J & E Cleaners, Garfield, treasurer; Gus DeSantis, Nu-Way Cleaners, Clifton, corresponding secretary.

Elected at the same time were the

following directors: Robert Marchini and Elly Alpart, Clifton; Morris B. Frost, Paterson; Joseph La Rosa, Saddle Brook; Jake Oberer, Paterson; Haim Furman, Passaic; Alex Cifra, Garfield; Serge Naletko, East Paterson; Rocco Fatuva, Garfield, and Peter Dai, Carlstadt.

#

Safety Posters: Working in cooperation with the Industrial Commission of Ohio, the Ohio Drycleaners Association is distributing to its members posters promoting industrial safety.

Featuring a drawing of a press operator, the colored posters include slogans to foster plant safety precautions.

#

FILC Names Pearson: Dick Pearson has been announced as the new executive secretary of the Florida Institute of Laundering and Cleaning. He was formerly manager of the Department of Sales and Advertising at the American Institute of Laundering. He joined the AIL staff immediately after graduating with honors from the University of Illinois College of Journalism where he majored in advertising.

As executive secretary, Mr. Pearson will coordinate the activities of the Florida Institute of Laundering and Cleaning and work with the board of directors in developing new services for members. He will also work with the board of trustees on the Workmen's Compensation Self-Insurers Program for association members.

#

Local Meetings: The Tuscarawas (Ohio) County Dry Cleaners held its regular dinner meeting recently in Wainwright with Charles B. Truxall, secretary of the Ohio Dry Cleaners Association, as guest speaker. He spoke on new wage and hour laws for employees of drycleaning and laundry plants.

During a previous meeting the association saw a film of the mining and processing of diatomite, a chemical used chiefly by drycleaners. The film was shown by H. J. Weil, sales engineer from Johns-Manville Corp., following a business meeting presided over by Herman Morris, association president.

The Southern Tier will be host to the spring meeting of the **New York State Launderers & Cleaners Association** at the Mark Twain Hotel in Elmira, N. Y., on April 23.

The **Lancaster City and County (Pa.) Dry Cleaners Guild** met recently to present the first in a series of programs to educate the public about new fabrics coming on the market. The book, "Focus on Fabrics," was presented at the meeting, followed by an informative talk by Frank Filling and Richard Yorgey, plant operators.

#

Reference Book Donated: The Dry Cleaners Guild of Cleveland, Ohio, has given a copy of Dr. Dorothy Lyle's "Focus on Fabrics" to the Cleveland Public Library for its reference file. A copy has also been given to Elizabeth Kardos, columnist for the *Cleveland Plain Dealer*.

You'll cut your costs with

TRADEMARK

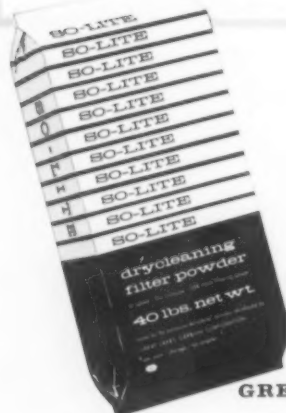
SO-LITE



**The All-NEW
DRYCLEANING
FILTER POWDER**

because...

**SO-LITE gives you more
filter powder per dollar.**



**25% more filtering action
per pound.**

**20% less weight in every
full-size bag.**

Leading drycleaning plants have found that SO-LITE maintains fast flowrates and does a wonderful job of keeping solvent clean and bright.

Ask your distributor, or write

GREAT LAKES CARBON CORPORATION

612 So. Flower Street, Los Angeles 17, Calif.



ARE YOU "HUNG UP" In Your Alteration Department?

That isn't necessary, you know!

U.S. Model 518-2 BLIND STITCH MACHINE

Will get your work out on time, make your customers happy and bring back peace and happiness into your own life and all your employees. U. S. Model 518-2 does many things—It hems dresses, skirts, bottoms of coats, coat linings, cuffs and sleeves, . . . even reinforces worn spots.

*Saves time, money and temper . . . works
beautifully on every type of material.*



U. S. BLIND STITCH MACHINE CORP.

231 West 29th St., New York 1, N. Y.

LAckawanna 4-9144

NEW!



*The first non-flammable
water repellent with built-in
detergent neutralizer.*

Spray rating: 100-100-100

Prepare now for profitable water repellent business. Order the new and improved REP-100 from your favorite jobber salesman. FREE advertising aids enclosed in every case.



R-3078

N.I.D. NEWS

New Publication: the NID's new quarterly publication, "Clothing Care News," has been sent to more than 2,000 editors in the United States to tell more effectively the drycleaners' story. The NID suggests the stories

may be used by drycleaners as the basis for editorial type ads or in a direct-mail series. The quarterly newsletter deals with all types of clothing and fabric care—even to possible stains from flights to the moon.

##

Management Graduates: Ten students from eight states completed the NID's forty-eighth management course at the end of January at NID headquarters.

Graduating from the four-week course were, left to right: David H. Stotts, Vogue Cleaners & Launderers, Minneapolis, Minn.; Robert L. Biel, Biel Cleaners, Fullerton, Calif.; Man-

uel J. Sylvia, Jr., Beauchemin Dry Cleaners, Wareham, Mass.; Edwin A. LeSchander, Crescent Puritan Laundry, Rochester, N. Y.; Frank Kastelic, Paradise Cleaners, West Allis, Wis.; Thomas D. Kimmel, Kimmel Cleaners, Upper Sandusky, Ohio. Back row: Arthur A. Oehme, Shield Engineering & Mfg. Co., Cleveland, Ohio; Donald C. Smith, Smith Dry Cleaning, Greens-



boro, N. C.; James N. Fordham, Spotless Cleaners, Goldsboro, N. C.; Roland E. Lindsey, Reed Cleaners, Inc., Fargo, N. D.

##

New NID Certificate: To the usual annual membership insignia mailed to all NID members in good standing has been added the attractive "Meaning of Membership" certificate. It will fit a standard 9-by-12-inch frame and all members are urged by the NID to frame their copies and hang them in their call offices. Additional certificates may be had at a slight charge.

##

NID Tour: Fifteen drycleaners from 12 Georgia towns took a two-day tour of the NID headquarters on January 21 and 22. They were welcomed by George P. Fulton, NID general manager, before observing the testing, research, educational and administrative facilities of the Institute. They also studied the model drycleaning plant operated by the NID. Arrangements for the tour were made by Louis A. Klauber, executive secretary of the Georgia Launderers and Cleaners Association.

##

Correspondence Graduates: During January 1959 20 students completed correspondence courses on fabrics, spotting and drycleaning.

The graduates are: Mrs. Viola Schiller, Jasper Laundry & Dry Cleaners, Jasper, Ind.; Barney C. Clary, Jr., Superior Laundry & Cleaners, Gaffney, S. C.; John E. Hancock, Haynes Cleaners, Harlingen, Tex.; Owen Roscoe, Philipps Cleaners, Gary, Ind.; Violet A. Isbell, Mrs. Winifred Spain, Lloyd A. Lawrence and Mrs. Hattie T. Allen, Spitzer The Cleaner, Richmond, Va.; Melvin Polsky, Dollar Cleaners, Ltd., Calgary, Alta., Canada; Laurence Richard Devore, Weitzel Dry Cleaning, Wooster, Ohio; Barry L. Somerville, Kay Cleaners, Inc., Brockton, Mass.; David Jones, Troy Cleaners, Fort Wayne, Ind.; Lawrence A. Hunter, Max I. Walker, Omaha, Neb.; John L. Pruett, Cleanatorium Cleaners, Inc., Richmond, Calif.; James A. Fureigh, Acme Laundry & Cleaners, Inc., Little Rock, Ark.; James N. Martin, Crescent-Puritan Laundry, Rochester, N. Y.; Aloysius P. Bukosky, Reliable Cleaners, Klamath Falls, Ore.; James A. Garner, Ralph Brothers Laundry, Texarkana, Ark.; Bernard Lustman, Jac-Lyn Cleaners, Philadelphia, Pa.; Joe Del Busto, Jr., White Star Laundry & Cleaners, Gary, Ind.

*Soft
as
Silk*

WEARS

LIKE

IRON ...

*the Qualitex Sun Glow**

*TRADE MARK

Pad and Cover

for dry cleaning presses

SUN GLOW Covers provide ideal pressing surface longer than any other cover on the market. Tests prove that Sun Glow Covers last 28% longer than any other type.

SUN GLOW Cover combined with the famous Qualitex foam press pad, delivers better finishing than any other cover and pad combination.

SUN GLOW Pad and Cover is guaranteed in writing to last a minimum of 4 months.

ORDER A QUALITEX SUN GLOW PAD AND COVER FROM YOUR JOBBER TODAY—After a short try on one of your presses, you too will join the many progressive dry cleaners who have switched to the Qualitex Sun Glow Pad and Cover.

Quality

products company

WORLD'S LARGEST MANUFACTURER
OF DRY CLEANING PRESS PADS AND COVERS

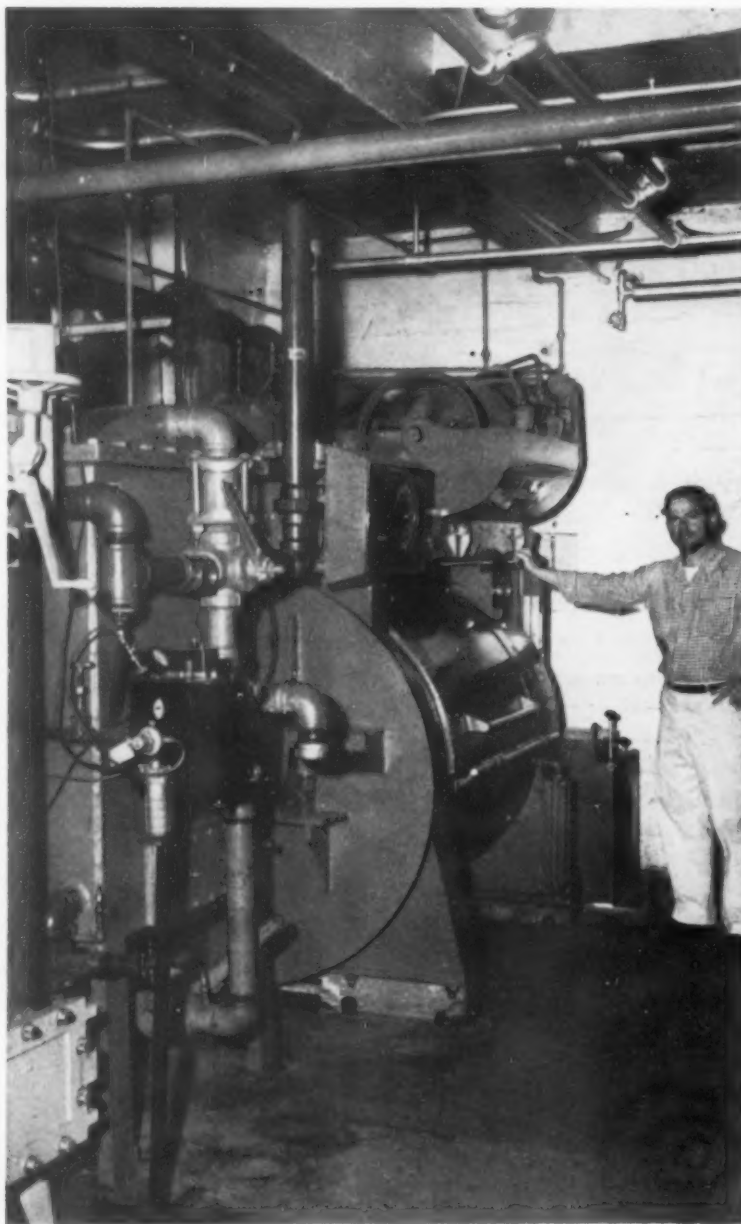
5760 W. GRAND AVE.,
CHICAGO 39, ILL.

April, 1959



NEW Cleaning Room Machinery Slashes Costs . . .

All departments benefit from faster, better cleaning



Cleaning unit speeds production nearly 40 percent; eliminated three productive employees in other departments

WONDERFUL is the word for the results of a new equipment installation at Bryan's Cleaners in Pasadena, California. According to Garnet Bryan, the new 180-pound washer-extractor unit permits one man to handle the same volume of work in 32 hours that formerly required a 51-hour week in the cleaning room. By actual time studies the cleaner now spends only 25 percent of his time in cleaning, which gives him more time for hanging, sorting and tumbling.

Two 100-pound split-cylinder tumblers eliminate sorting and extra handling, since the dark garments from half the washer go into one tumbler, and the grays and whites from the other half are placed in the other tumbler. Naturally, the plant uses the charged system for cleaning.

Garnet has found work coming to his finishers in far better condition, with less lint and without wrinkles. As a result he has eliminated one wool presser. Fewer wetcleans and better cleaning have considerably reduced his spotting costs, too. Formerly he employed three spotters who worked a 48-hour week. With the present equipment one spotter and a girl "cutter" are handling the same volume in a 36-hour week.

The new machinery takes up only half the space occupied by the old cleaning room equipment, which consisted of three 30-by-36 tumblers, a 30-inch extractor, one 30-by-36, one 36-by-48 and one 36-by-36-inch washer. Besides, the room is far cleaner in appearance. With no need to transfer wet garments from washers to extractors, there is no spillage of solvent, which formerly meant wasted solvent, soap and cleaner's time. Best of all, the National Institute of Drycleaning swatch tests indicate the highest rating in the history of Bryan's Cleaners.

Future growth will pose no problem for the cleaning room, either. If it's ever necessary to return to the 51-hour week in the cleaning department, it will be because volume has increased 63 percent over what is now being handled in 32 hours. # #

Coast to Coast

NETWORK RADIO SPARKS NEWEST **Stā•Nu** PROMOTION!

GUNSMOKE

**MOST POPULAR "WESTERN" ENTERTAINMENT
CBS RADIO**

Sundays—6:30 - 7 P.M. (E.S.T.)

Again, Sta•Nu franchise holders will be offered one of the many exciting "firsts" in the dry cleaning industry. Participation in the Gunsmoke program will present the Sta•Nu story to millions of customers and prospects—your customers and prospects—provided you are a Sta•Nu franchise holder. But this isn't all. There will be beautiful posters, garment tags and syndicated material tying in the popularity of Gunsmoke and the added value that Sta•Nu offers at no extra charge. For your use locally, there will be sparkling ad mats, handbills, mailers, radio scripts and a new radio transcription. All this adds up to real *impact* through the most progressive merchandising program Sta•Nu dry cleaners, or any other dry cleaners, have ever been offered.

All this... for you... if you act NOW!

This Sta•Nu program with all the attendant sales training materials and counseling services can only help you if you are a Sta•Nu franchise holder. And you can be, provided there is an opening in your territory and you meet the quality standards typical of Sta•Nu plants. We know, through more than seven years experience, that Sta•Nu—the program—the product—and the personnel—can mean money in your cash register through more sales, season after season.

Stā•Nu
PROCESS

**For a
fast draw
for more sales,
shoot us this coupon!**

STA•NU CORPORATION

5101-15 North Sheridan Road, Chicago 40, Illinois

Gentlemen:

☐ Send information - pronto!

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____

NEW PRODUCTS AND LITERATURE

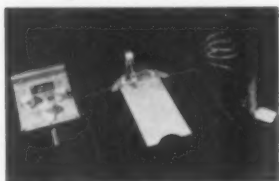
Continued from page 10

waiting for their customers to ask if they are equipped for this service.

The Ze-Drape Folder, Jr., suspends from ceiling or wall, uses no floor space and pulls overhead out of the way when not in use. It is said to attach up to 42 feet of pleats or panels up to 24 feet wide.

For more information write Zimmerman Products, 2519 Burnet Ave., Cincinnati 19, Ohio.

Folding Table Converter



Time Savers, Inc., has introduced a do-it-yourself kit designed to modernize practically any folding table to the equivalent of a semi-automatic folding table.

The kit consists of three integrated units—an air-driven, electrically heated Collar Form-R, a Fold-Master folding device and a foot-operated air valve with 4 feet of copper tubing and two fittings.

According to the manufacturer, it's possible to make the complete changeover in a couple of hours.

For further information, write to Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.

Lapel Conversion Service

A new tailoring service, offering lapel conversion to the fashionable narrow trend, is now being offered by Nu-Way Tailors.

Nu-Way points out in offering this feature to cleaners that free signs and tags to promote the service will be supplied with every first order. The firm

offers its service by mail or by free pickup in the five New York boroughs.

For further information write Nu-Way Tailors, 119-10 Merrick Blvd., Jamaica 34, N. Y.

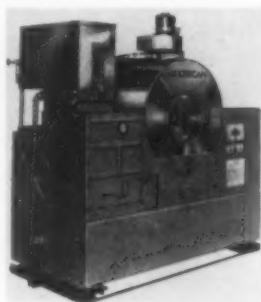
Four New Spotting Tips

Four new stain removal "How-To" sheets have recently been issued by A. L. Wilson Chemical Co., representing new additions to the series of eight stain-tip cards released last year with the Wilson "Spot and Stain Removal Handi-File."

The cards deal with methods for removal of coffee stains, tarnish from metallic fabrics, fades from car coats, and stains from matchbooks. The "D" cards relate to drycleaning stain removal, the "L" Series to laundry stain problems.

These new cards are available free of charge on request to A. L. Wilson Chemical Co., Kearny, N. J.

Compact Cleaning Unit



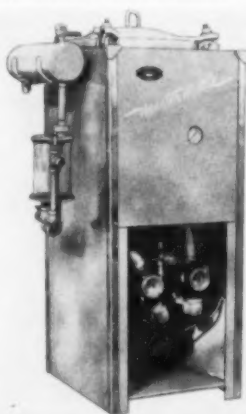
The Lexington 30, a new 30-pound-load perc drycleaning unit requiring a minimum of space, has been introduced by the American Cleaners Equipment Co., a division of the American Laundry Machinery Co.

The single-bath, transfer-type unit is compactly designed and requires only 77 inches by 36 inches of floor space, according to the maker. American notes that cleaning and extracting are quick and thorough in the 30-by-20-inch cylinder, and the cylinder door can be easily reversed for either right- or left-hand swing. Other features include front-access button trap, corrosion-proof plate-steel solvent base tank, and spring mounting which eliminates the necessity for special foundation.

For more complete information on the Lexington 30 write

to the American Cleaners Equipment Co., Div. American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio, or its nearest distributor.

Automatic Perc Reclaimer



A new automatic filter cleaner and perc reclaimer, which is installed directly to the filters on practically any standard drycleaning machine, has been introduced by the Master Manufacturing Company.

The manufacturer claims its new unit makes use of a new and ingenious filtration principle, accomplishing the entire filter cleaning and recovery operation automatically. In just a few minutes, the maker adds, the drycleaning machine is again ready for use.

The new Master-Matic is said to automatically clean out the muck chamber, then dryclean tubes, bags or filter screens without additional labor cost. Filters need be opened only for periodic inspections. It occupies 24 square inches of floor space and is claimed to be the only transfer unit on the market that successfully recovers perc from still residue.

For further information on the Master-Matic write Master Manufacturing Company, 119 Main St., Sioux City, Iowa.

New Tape Dispenser



A new idea in tape dispensers has been marketed by the Minnesota Mining and Manufacturing Company for faster, perma-

nent application to papers, photographs or cloth swatches.

According to the maker the dispenser, called the C-12 Double-Coated Tape Applicator, is loaded from underneath with Scotch brand double-coated tape No. 665. A strip of tape 8 inches wide is exposed across the top of the device.

The operator simply lays the paper on top of the tape, pulls to the right until the left edge of the paper is flush with the cutter bar, and pulls down to cut the tape. The taped paper is then pressed to whatever it is to be attached to.

The dispenser measures 2 inches high, 10 inches wide and 4½ inches deep.

For additional information write Minnesota Mining and Manufacturing Co., 900 Bush Ave., St. Paul 6, Minn.

Street's New Spray Spotter



R. R. Street & Co. Inc., Chicago, Ill., announces a new spray spotter to be sold under the trade name of Blendol.

Street's notes that the spray formula, made from one part Blendol and four parts water, is optically clear instead of milky. The company claims that the clear solution has advantages over the milky formula in that the former does not separate in the spray tank, does not clog the spray gun and leaves no rings or swales.

The introduction of Blendol Spray Spotter is being made simultaneously with the free distribution of new spotting kits and Street's asks that they be obtained from jobber salesmen rather than from the company direct.

Free Marketing Booklet

A booklet explaining long-range marketing, merchandising and advertising planning for laundries, drycleaners and rug cleaners has been published by Caruso, Malis & Worn, Inc., Chicago marketing consultants.

Continued on page 85

YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

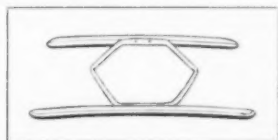
Continued from page 84

Titled "How To Plan for Profit," the booklet gives a merchandising and marketing guide to the service industries in the United States. It discusses and analyzes problems and opportunities in all phases of small and medium-sized business management, step by step, coordinating charts with the text.

Caruso, Malis & Worn specializes in service industries, offering a complete merchandising and advertising service in addition to its market planning service.

Free copies of "How To Plan for Profit" may be obtained by writing Caruso, Malis & Worn, 300 W. Washington St., Chicago 6, Ill.

Amber Sleeve Former

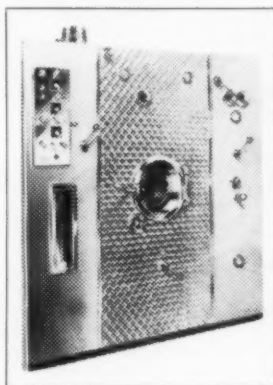


More efficiency and longer life are two new features claimed for the improved A-24 Coat Machine Sleeve Former, made by the Amber Manufacturing Co.

The sleeve former is made of lightweight basswood with spun-nylon covers, now used on all A-24 springs for longer life. According to Harry H. Amber, company president, the sleeve former will not cause the shoulders to droop while the garment is being steamed on the coat machine.

For additional information on the A-24 Coat Machine Sleeve Former, write to Amber Manufacturing Co., 16220 S. Figueroa St., Gardena, Calif.

Electric Package Unit



The M.I.L. 12 has been selected as the most suitable

equipment for the neighborhood tailor and cleaner converting to on-the-premises operation, according to Rudolph J. Von Mumb, president of Continental Cleaning Equipment Corp.

The unit is a 30- to 35-pound load capacity self-contained package, and was selected by Mr. Von Mumb after he had investigated all available equipment, both in the United States and in several countries abroad.

The M.I.L. 12 operates electrically, which, besides being clean, is most economical as no power or steam is wasted while the unit is idle, Mr. Von Mumb said. The only requirements for installation are two water lines and a power plug. The absence of vibration eliminates the need of a concrete installation. The electrical equipment is 60 cycle and the controls are of low voltage.

The cleaning, extraction and drying cycle is about 20 minutes, permitting comfortable completion of two loads an hour or about 3,000 pounds a week.

For further information on the M.I.L. 12, write to Rudolph J. Von Mumb, Continental Cleaning Equipment Corp., 218-54 Hempstead Ave., Queens Village 29, New York.

Signal Promotes Raincote



Promotional aids for spring water repellent services are being offered to drycleaners by the Signal Chemical Manufacturing Company with every order of Raincote water repellent.

The display kit consists of two different three-color window streamers, button tags, newspaper mats and a counter display and demonstration kit.

According to Signal, Raincote is a new formulation to nullify the rewetting effect of detergent residue without requiring a separate rinse. This single-step treatment is said to reduce labor cost, speed up the process and afford 100 percent water repellency.

Raincote, the manufacturer

Only UniMac Equipment Has the Profit Features that Assure SURVIVAL IN COIN OPERATION

Rugged Construction Guarantees Years of Operation

UniMac was the first equipment ever designed for self service laundries. In hundreds of installations original UniMac equipment is still operating profitably after more than 15 years.

Today UniMac is the only practical heavy duty equipment for coin operation. It is engineered for trouble-free, profitable operation day after day, year after year.

Customer Satisfaction Guarantees Years of Profits

Only UniMac customers wash as they please: a few minutes for delicate fabrics, longer for heavily soiled articles. Only in UniMac can they do color tinting, starching, and wash rugs, dust mops, quilts and spreads.

UniMac's 12-minute wash-rinse-extraction cycle is the fastest of any equipment. Only UniMac combines rinsing with extraction. Exclusive Jet-spray rinsing and 1725 RPM extraction are so thorough clothes dry in half the time necessary with other type equipment.

UniMac customers get the cleanest, most economical wash in the shortest time. UniMac customers keep coming back!



Get the UniMac Facts
WRITE TODAY, DEPT. N-49

UniMac Company

723 Ponce de Leon Place, N.E.
Atlanta 6, Georgia

NOW WOOL KNIT wear DYED ANY COLOR

Almore Dye House offers you precision color dyeing of garments made of:

Alpaca	Vicara
Camel Hair	Wool
Cashmere	Gabardine
Nylon	Corduroy
Velveteen	Arnel

and of course all garments made of any type of dyeable material

KNIT GARMENTS: You can offer this profitable and satisfying service to your customers in the full confidence that knit suits, dresses and sweaters which come back to you from Almore will be complimentary to you and of added value to your customers.

Send **KNIT WEAR** and all other garments for dyeing to:

ALMORE DYE HOUSE

DYEING is our ONLY Specialty

4412 Wentworth Ave., Chicago 9, Ill.

Leon Teichner, President

continuously
in
business
since
1919



... the
dyeing
name of
undying
fame

adds, dilutes at room temperature with either synthetic or petroleum solvents and is used at a 1 to 5 dilution for the "dip and extract" method and 1 to 10 for the "drip and drain" method.

For further information on Raincote and the promotion material write Signal Chemical Manufacturing Co., Inc., 5020 Richmond Rd., Bedford, Ohio.

New Spotting Kit

R. B. Street & Co., Inc., Chicago, Ill., announces a new spotting kit containing eight unbreakable, polyethylene squeeze bottles.

Each bottle is imprinted with detailed instructions for its specific formula, and each is read-

ily distinguished by a different color. Every bottle has a special spout of the type most adapt-



able for its individual use, according to the maker.

Street's requests that free kits be obtained from jobbers' salesmen, and shipments are not to be requested from the factory.

NEWS FROM THE ALLIED TRADES

Continued from page 16

Midland; Frank L. Larabee; C. M. Doscher and J. A. Mazmanian, New York; D. G. Arteberry, St. Louis; Cliff Mort, solvents sales manager, Dow-Canada; R. W. Haeger, Detroit; W. F. Hardy, Chicago; W. U. Seiler, solvents field service supervisor; J. W. Woods, Los Angeles; J. F. Fowler III, Charlotte; W. J. Keenan and J. F. Bark, Midland; J. C. Wheeler, Houston; D. L. McEwen, Boston. Kneeling; R. M. McCarthy, San

Francisco; L. O. Litherland, New Orleans; F. R. Rice, Minneapolis; Joe Sherck; Tom Christiansen, industrial solvents product manager; Kenneth M. Wildes, Chlor-Alkali sales manager; Dale Bryan, advertising; Larry Boutchard, drycleaning product manager; F. H. Sellars, Atlanta; W. H. Colgrove, Chicago; J. M. Kearns, Camden; Joseph Hardig, agency representative, McManus, John and Adams.

Davies-Young Awards Are Presented



The McKague Chemical Company of Canada has been awarded the 1958 jobber citation for the greatest increase in business during the year by the Davies-Young Soap Company, Dayton, Ohio.

At the presentation, above, were, left to right: Harold Moore, McKague drycleaning sales manager; Giles McKague, owner and president; Morry Friedlander, Davies-Young sales promotion manager, and Wick Green, general sales manager of McKague.

Ken Robinson, Davies-Young

Canadian sales representative, received the company's "Buck of the Year" award from Mr. Friedlander for recording the largest sales volume and greatest yearly increase in sales.

Signal Chemical Expands Sales Force

A number of major changes have been announced in the expanding sales force of the Signal Chemical Manufacturing Company of Bedford, Ohio.

Newest member of the sales staff is Ed Edelman, who is

taking over the Central area consisting of Ohio, Michigan and Kentucky.

Dan Mazzie, a recently appointed sales representative, has been transferred to the Midwestern territory, while Signal's Southern area will be covered by James Parker.

Clifford Pratt will represent the company in the Mid-Atlantic territory, and Arthur Nascarella has been named representative for the Northeast district which includes New York.

Joe Purcell, former Midwest sales representative, is being transferred to the Western division, and Carl Ballard will take over the Southwestern territory.

All districts will continue under the direction of G. F. DeLorme, sales manager of Signal Chemical.

Hoyt Appoints Winterbottom



EDMUND J. WINTERBOTTOM

Edmund J. Winterbottom, Jr., has been appointed resident sales manager of the Hoyt Manufacturing Corporation, Westport, Mass., it has been announced by Gordon Walker, director of sales.

A graduate of Brown University, Mr. Winterbottom spent four years selling insurance and four years teaching English before taking up his position with Hoyt.

His new duties will include sales and advertising problems in connection with the company's reclaimers, driers and chillers.

Detrex Expands Kentucky Plant

Detrex Chemical Industries, Inc., Detroit, Mich., has announced a quarter-million-dollar expansion program at its Bowling Green, Ky., plant.

According to R. A. Emmett,

Jr., executive vice-president of Detrex, this will provide approximately 25 percent additional production space.

Work will begin immediately under a contract with Cunningham-Limp Company, designers, engineers and builders.

Excelsior Appoints Stevens



EVERETTE STEVENS

Everette Stevens has been appointed sales and promotion manager for the manufacturing and national distribution divisions of Excelsior Machinery Company, Detroit, Mich., it has been announced by W. B. Caplan, Excelsior president.

Mr. Stevens was previously a field representative for Excelsior. In his new capacity he will direct the activities of the growing sales force in connection with the distribution of an expanding line of specialty equipment for the drycleaning industry. In addition, Mr. Stevens will supervise and direct regular periodic sales clinics and training seminars for Excelsior jobber organizations and their staffs.

Diamond Advances Ryan



JEROME A. RYAN

Jerome A. Ryan has been appointed assistant manager of solvent sales, Chlorinated Prod-

COMCO

The Water Heater

engineered to give you

More Hot Water Per Dollar!

Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

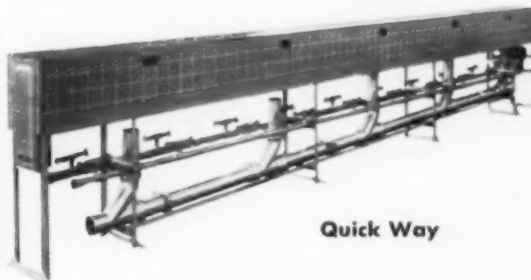
RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour



One Year Unconditional
GUARANTEE,
Four-year Pro-rated
Approved by AGA & ASME
Laboratories

Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers

Eastern Representative: Henry O. Norton,
518 Prescott Rd., Merion Station, Pa.

Jobbers write today for details

COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS



FAMOUS for a quarter of a Century



Suede and Leather Dyes and Finishes

"As a superior drycleaner you must assume responsibility for the suede and leather garments you accept from your customers."

DO YOU THINK YOU CAN QUALIFY to be a suede, leather and glove cleaner and refinisher?

Do you have the proper equipment and solvent that will permit you to clean and refinish suede and leather?

If you don't clean suede and leather garments correctly you can never finish them, no matter what dyes or dressings you use.

Is your cleaning room properly set up for suede and leather cleaning? Recent design changes in washers, plus charged solvent cleaning have been very beneficial to cleaners when working on fabrics. But some of these changes have eliminated the possibility of properly processing and cleaning suede and leather.

We can show you exactly what equipment you need to turn out quality. The kind of work that parallels your other services.

WOULD YOU LIKE TO BE a suede, leather and glove cleaner and refinisher?

If you are sincerely interested in adding this highly skilled sideline to your business you can do it easily. Simply send for a questionnaire in order to determine your eligibility to handle suede and leather in your plant.

You will also be interested in our "on the job" training which is held, at any time, in our Chicago plant. Advance reservations are necessary.

During July and August we will conduct a suede and leather school. Classes will be both practical (on the job) and theoretical.

We suggest you qualify your plant and make reservations well in advance. If you qualify there will be no charge for this course. Only qualified plant personnel will be accepted. Classes limited to 10 pupils per week.

KIRKPATRICK SPECIALTIES CO.

**7320 Melrose Avenue,
Los Angeles, California**

**1731 West Fulton Street,
Chicago, Illinois**

ucts Division of Diamond Alkali Company, Cleveland, Ohio, it has been announced by L. P. Scoville, general manager of the division.

In his new post Mr. Ryan will assist C. W. Wheeler, manager of sales for solvents produced in the company's three plants in Ohio, West Virginia and Texas.

Mr. Ryan is a graduate of the University of Alabama. He joined Diamond in 1954 after gaining experience for several years in the technical sales service field.

Elect Divco-Wayne Salesman

Raymond E. Miller has been elected vice-president of marketing and sales of Divco-Wayne Corporation, it has been announced by Newton Glekel, president.

In his new position Mr. Miller will be responsible for sales and marketing of Divco-Wayne's specialized automotive and electronic products.

A graduate of Newspaper Institute of America and Alexander Hamilton Institute, Mr. Miller served with the U. S. Air Force during World War II. He subsequently organized marketing and sales promotion

for leading U. S. appliance manufacturers and was former vice-president and director of marketing for a large Chicago advertising agency.

Wallerstein Appoints Hoelscher



JAMES W. HOELSCHER

James W. Hoelscher has been appointed manager of market research for the Wallerstein Company, New York, N. Y., according to an announcement from the company.

Mr. Hoelscher received his B.S. in mining engineering from the Missouri School of Mines

and Metallurgy in 1948 and his M.B.A. from the Harvard Graduate School of Business Administration in 1953.

Before joining Wallerstein, Mr. Hoelscher was affiliated with major oil and sulphur companies.

Four New U-San-O Salesmen

American Mothproofing Company, St. Louis, Mo., has announced the appointment of four new sales representatives in accordance with its current U-San-O expansion program.

William Winer will represent the company in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. His headquarters will be in Canton, Mass.

Carl Blesch will cover the state of Wisconsin, operating out of Milwaukee.

Norman Bishop will be representing the company in Missouri, Iowa, Nebraska, Minnesota, Kansas and part of Texas.

Elden H. (Al) Riter of Newton, Kans., will handle the states of Oklahoma, New Mexico, Arizona, California, Nevada, Oregon, Washington, Idaho, Colorado, Montana, Wyoming, Utah and sections of Texas.

Signal Adds Lund



H. H. LUND

The Signal Chemical Manufacturing Company, Bedford, Ohio, has announced the addition of H. H. Lund to its technical and research staff. He will be engaged in developing and improving chemical products for the drycleaning industry.

Mr. Lund comes to Signal Chemical with 20 years experience in analytical, research and development laboratories. He also holds a degree from Wisconsin State University and has furthered his studies at Northwestern University, the University of Chicago and Illinois Institute of Technology.

Butler Salesmen Preview Air Press



The new Butler Fabric-Feel (patent pending) air press was recently previewed by Butler salesmen during a regional sales meeting at Kansas City.

The one-day clinic demonstrated the air press, covering features and operation of the unit with detailed description of the working parts. A similar meeting was held in Chicago.

Attending the Kansas City meeting, above, were, left to right: Andy Rosenquist, Charlie Briner, Ary de Cunha, Vernon Rhoda, Harmon Partin, Dale Cozad, Noel Cooperider,

Charlie Ritsch, Herb Yates, George Schlemmon, Don Tipps, Don Dunn, Larry Kratofil.

In Los Angeles the Fabric-Feel press was introduced at a meeting for Goss-Jewett sales representatives, presided over by D. Tamiotti, sales manager, and C. D. Baxstreser, vice-president. The meeting included working sessions with Mr. Schlemmon, Butler's press and finishing consultant.

For further information on the new air press, write Butler Manufacturing Co., 7400 E. 13th St., Kansas City 26, Mo.

PEOPLE AND PLACES

SOUTH WEST



Modern Drive-In Cleaners has been established on Third St. and Whitmore Ave., Ceres, Calif., by Harvey Ward. The firm also has a branch in Empire.

New Method Cleaners, 939 E. Colfax Ave., Denver, Colo., recently marked the beginning of its fiftieth year.

Chula Vista (Calif.) Cleaners has opened a branch in the Country Club Square Shopping Center at Hilltop Dr. and Naples St. The firm is owned by Jack and Joan Blair.

Construction is under way on a new general administrative office at a new Fashion Cleaners and Shirt Laundry, 10033 E. Colfax Ave., Aurora, Colo. One thousand square feet of space is also being added to the firm's drive-in plant on E. First Ave. and Adams St. in the Cherry Creek shopping district.

Gigantic Cleaners and Laundry of Denver, Colo., has opened a new \$60,000 plant in the Lakeside Shopping Center. This is one of eight in the metropolitan area.

Mr. and Mrs. B. B. Huckabay have leased Hubbs Cleaners, Fort Stockton, Tex., from Jack Hubbs.

Barbara and Phil Jacobson have announced the opening of Supreme Cleaners, 21013 Sherman Way, Canoga Park, Calif.

Jack Bugdanowitz, president of Dependable Cleaners, Inc., Denver, Colo., has announced plans for the construction of a new branch in the Bear Valley Shopping Center, S. Sheridan Blvd. and W. Hampton Ave.

Modern Cleaners of Placerville, Calif., has opened a unit on Laurel St. and Highway 50 in Pollock Pines.

El Monte (Calif.) Cleaners has been opened in the new El Monte Square, Chestnut Ave. and Clayton Rd., by Mr. and Mrs. James Hefflin.

Hammons Cleaners, 8226 Menaul, N. E., Albuquerque, N. M., has opened an establishment in the Princess Jeanne Shopping Center, Eubank and Constitution, N. E. Edward V. Hammons is the owner.



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

\$69.50

Replacement Liner
\$ 4.95

ECONOMY HANGING SCALE

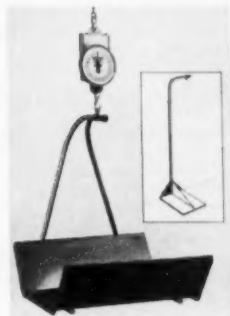
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add**\$15.00**

Scale alone**\$18.00**

Basket alone**\$22.00**



PRE-SPOTTING MOISTURE GUN \$12.95

Interchangeable nozzle and brush. Suction hose and check valve. Pre-heats chemicals. Ideal for sizing. Fits any spotting board.

PRE-SPOTTING UNIT

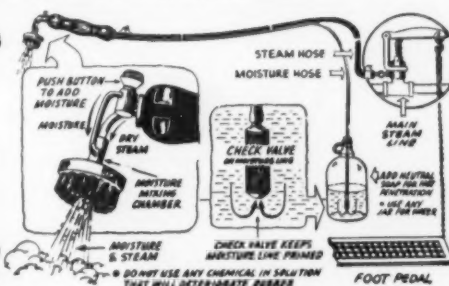
Moisture

Gun

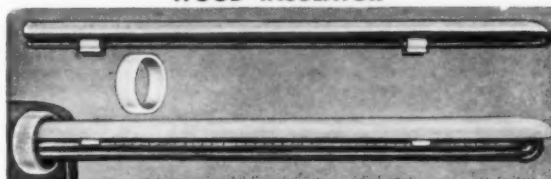
Steam Valve

Foot Pedal with Chain

Complete
\$23.95



WOOD INSULATOR



For Cissell Sleeve. Protects and trebles the life of sleeve bag. Fits into and shapes shoulder without puffing or padding. Immediate steam with completely diffused moisture. Cuts bag costs 50%.

Complete with Collar, Only\$3.45

Sold through all Drycleaning & Laundry Jobbers.

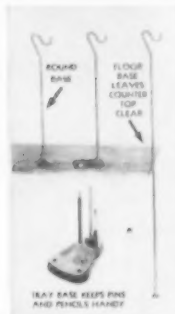
NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

MODERNIZE WITH



COUNTER RACKS



Speeds check-out. Keeps garments wrinkle-free and prevents damage to bags. Builds good-will. Sturdy construction — strong, polished chrome plated steel rods with cast aluminum base. Special set-screw in base keeps hook in position; prevents rod from turning.

Round Base . . . \$4.50 ea.

Tray Base . . . \$5.50 ea.

Floor Base . . . \$4.95 ea.



PORTABLE BAGGER

Handy, fast-action, portable bagger takes minimum space. Foot-pedal operation. Raises and lowers to any height desired. Silent cushioned stop. Light weight. Sturdy construction. Attractive finish. Handles any size bag — paper or plastic. Smooth rounded yoke will not tear plastic.

Price \$20.85 each

See Your Jobber For These Other KD Products

New! KD Quick Bagger — Roll Plastic Bag Maker
KD KAR BAR • KD Little Joe
Numbering Outfits • Identification Tags and Systems



THE KEYES-DAVIS
COMPANY

Write
for
Catalog

Battle Creek, Michigan



. . . at **LOWEST
WHOLESALE PRICES**

- Jackets • Coats
- Gloves and every-
thing in Leather

**Prompt Service
Anywhere in U. S. A.**

SEND FOR COMPLETE DETAILS: Price lists, labels,
order blanks and advertising material.



7606 CARNEGIE AVE.
CLEVELAND 3, OHIO
UTah 1-0898

Mr. and Mrs. Dick Parker and Mr. and Mrs. Charles Green have purchased B Square City Dry Cleaners, Delano, Calif., from Mrs. Bonnie Dudney. The establishment has branches in Pixley and Earlimart.

Consolidated Cleaners & Launderers, owned by Jack and Eli Bariteau, has been opened in the Hamilton Plaza Shopping Center, Hamilton Ave. and San Jose-Los Gatos Rd., Campbell, Calif.

NORTH WEST



Walhalla (N. D.) Dry Cleaners has been opened by Joe Murphy.

A. P. (Art) Weinkauf, owner of Cottage Grove (Ore.) Cleaners, will open Econo-Wash and Spot Cleaners, according to a recent announcement.

Harold Reed, president of Reed Cleaners, Inc., Fargo, N. D., for the past 20 years, has turned over the management to Roland Lindsey, so he can operate a new travel agency. Mr. Reed is secretary of the North Dakota Laundry and Cleaners Association and past president of the North and South Dakota Dry Cleaners Association. Mr. Lindsey, vice-president of Reed

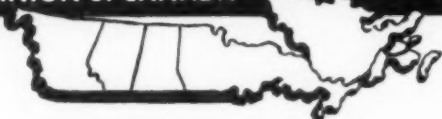
since 1953, is also vice-president of the Suede and Leather Refinishers of America.

Kellogg's Pantorium Drive-In Cleaners has been moved to a newly completed building at 816 W. Main St., Centralia, Wash. Duane Kellogg, owner, is a graduate of the NID.

New drycleaning equipment has been installed at West Linn Cleaners, Oregon City, Ore. "Buttons" Knopf is the owner.

Hugo Ford has purchased Ford Cleaners, Redmond, Ore., from Bend Troy Laundry. Mr. Ford had formerly owned the establishment.

DOMINION of CANADA



Ed Oleschuk has opened a drycleaning establishment on Main St. in Rainy River, Ont.

Sun Valley Cleaners has been opened by Bill Pratt in McBridge, B. C.

New drycleaning equipment has been installed at Hill Top New Modern Dry Cleaners, Grand Falls, Nfld. Roy Baker is the proprietor.

An official opening was held recently at Fabric Care, drycleaning establishment in Hinton, Alta. The concern is one of seven owned by Fabric Care Associates Ltd.

Plans have been announced for construction of a drycleaning plant at 148 Craig St., Vancouver, B. C., for G. A. Fowler.

Swan Bros. Ltd., drycleaning and dyeing establishment, Vancouver, B. C., has announced the appointment of Victor C.

Fry as vice-president and assistant general manager, and T. W. (Terry) Morris as sales manager.

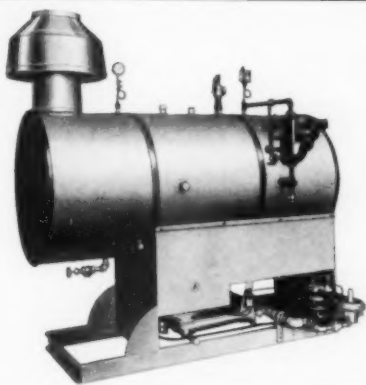
Saltsman Cleaners and Tailors, 26 Ainslie St., N., Galt, Ont., has opened Galt Shirt Laundry. The owner is Max Saltsman.

Economy Dry Cleaners, Woodstock, Ont., formerly operated by Lorne Steeves, has been taken over by H. B. Bartlett, and will be located in the Bartlett Bldg. on Main St.

New drycleaning equipment has been installed at Aida Cleaners, Stouffville, Ont.

M and M Cleaners, Oromocto, N. B., will occupy space in a shopping center under construction.

A one-story addition is to be constructed at Brookshire Cleaners, located on Boyd St., Ottawa, Ont.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

NORTH CENTRAL



Robert Stone has been appointed general manager of Ross Cleaners, 21 W. State St., Columbus, Ohio, and Myer "Red" Chain has been named personnel manager, in a reorganization move announced by the company. The firm, which is celebrating its thirtieth anniversary this year, operates 10 locations.

Calumet Cleaners has announced the opening of a new drive-in at 11059 Halsted, Chicago, Ill.

A grand opening was held recently by Morry Hirshman at Flair Cleaners, located in the Roseland Shopping Plaza, 115th and Michigan, Chicago, Ill.

Ray A. Bevington has opened Bevy's Drive-In Dry Cleaners and Shirt Laundry in the Shore Center Shopping area in Euclid, Ohio. Mr. Bevington had been associated with Davies-Young Soap Co. of Dayton for over 17 years as a field technician and salesman covering Ohio, and in his earlier years, western Pennsylvania and Michigan.

One Hour Fashion Award Dry Cleaners and Shirt Laundry was the first establishment to open at the new Park Plaza Shopping Center, Manitowoc, Wis. Owners of the firm are D. E. Beduhn and D. N. Fuller.

An addition has been constructed at Delano (Minn.) Dry Cleaners, owned by Mr. and Mrs. William Rackliffe, to house new shirt finishing equipment.

Quality Cleaners, 1305 Woodside Ave., Essexville, Mich., has announced the opening of a branch at 508 Salzburg Ave. in Salzburg. The owners are Mr. and Mrs. Walter Ruff.

New drycleaning equipment has been installed at Lake Cleaners, Woodlake, Minn.

NORTH EAST



Fox Cleaners has moved to its new modern drive-in at 7339 Elmwood Ave., Philadelphia, Pa. Eugene Fox, son of the owner, is vice-president and general manager.

Stetson Dry Cleaners, owned by Earl W. Stetson, has opened its second branch, on Elm St. and Stratford Ave., Pittsfield, Mass. The firm, with headquar-

ters on Federal St., has another unit at 807 Dalton Ave. in Coltsville.

Cooperstown (N. Y.) Dry Cleaners, Inc., has been incorporated by Robert E. Guiney and John M. Potrikus. The firm's former establishment on Main St. was destroyed in a \$100,000 fire last November. Mr. Guiney will serve as president and vice-



REVOLUTIONARY NEW SOLVENT PUMP UNIT

Transfers solvent to cleaning machine automatically! This complete portable, electric unit installs in less than 15 minutes, without special tools. Price of \$87.50 includes 8' of solvent-resistant hose. Made by UNITED—your guarantee of quality! See your nearest dealer, or write

UNITED BRASS WORKS, INC.
RANDLEMAN, N. C.

Washette Cook

AMERICA'S LEADING OPEN-END WASHER



THE WISE ONES OWN . . .
Washette

Profits go up!
Costs go down!

WASHETTE—the choice of experienced successful, up-to-the-minute commercial laundry operators.

WASHETTE—completely flexible, handles all washing jobs, large or small!

WASHETTE—higher production, turns out more work faster, more uniformly clean.

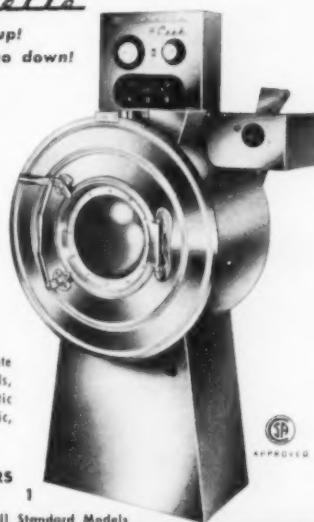
WASHETTE—low original cost, less maintenance, rugged stainless steel construction.

Only **WASHETTE** offers complete line pedestal and cabinet models, sizes 25, 50, 75, 100 lb. Automatic with supply injector, semi-automatic, manual, and automatic.

Write for FREE brochure

**WASHERS - EXTRACTORS
DRY TUMBLERS**

48-Hour Shipment on all Standard Models



Cook Machinery Co., Inc.
4301 S. Fitzhugh Ave. Dallas 10, Texas

LET **Mr. CPC*** **BOOST YOUR SHIRT LAUNDERING SALES**

TIME SAVERS, INC. | WRITE TO US FOR FULL DETAILS!
83 99 WALNUT STREET MONTCLAIR, NEW JERSEY
Dept. N

TIME SAVERS 13 STYLES MOBILE SHIRT SORTING UNITS

★ FIT EVERY SIZE PLANT
★ EVERY SYSTEM
★ EVERY LAYOUT
★ EVERY BUDGET

TIME SAVERS, INC. | WRITE TO US FOR FULL DETAILS!
83 99 WALNUT STREET MONTCLAIR, NEW JERSEY
Dept. N

STORAGE VAULT, FUR AND SYNTHETIC CLEANING SUPPLIES

Haertel's Storage Vault and Fur cleaning supplies put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
- POLAR SHEEN process for finishing
- FUR CLENE cleaning fluid
- TRI-EX FUMIGANT

and cleaning bags • sponges • carding brushes • coat hangers • garment number guides • storage boxes • button covers • garment tags • storage receipts • and a complete advertising kit.

WALTER HAERTEL COMPANY
2840 Fourth Avenue South, Minneapolis 8, Minnesota

GARMENT RETAINER

An Inexpensive, Deluxe Service that brings in new customers. Maintains lapel roll with a "just off the press" look. Easy to use any style coat. Brings customers back for more. Send for free sample.

ORDER TODAY OR ASK
YOUR JOBBER

Jobbers send for attractive
box display.

Coat Retainer Co.

137 Haggin St., San Antonio 10, Texas



Pat. 2641390

GROSS STAR



TRIPL-SAFE GRID PLATE Masters ANY Fabric

The Grid Plate
that CAN'T
make a mistake

Single Plates
still only . . .
under 46" . . . \$16.85
over 46" . . . \$21.75
mushroom . . . \$12.50

1. Perf. liner
2. Filter screen
3. Napped surface

under 46" . . . \$29.75
over 46" . . . \$38.75
mushroom . . . \$21.75
from your jobber

GROSS STAR TRIPL-SAFE GRID PLATE

PATENT
APPL'D FOR

MFD. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN
STEAM FILTER

president, and Mr. Potrikus, secretary and treasurer.

A grand opening was held recently at Sarni Cleaners' new drive-in unit at 2060 Commonwealth Ave., Auburndale, Mass. Miss Massachusetts (Patricia Nordling) officiated at the celebration.

New Wilmington (Pa.) Cleaners, owned by Lloyd Davis, was gutted by fire recently.

Paris Cleaners, 143 Main St., Ridgway, Pa., recently celebrated its twenty-fifth anniversary. Arthur and Ambrosine Paris established the business at 131 Main St.

SOUTH EAST



Linton Cleaners has been moved to a new location at Fifth St. and Graham Ave., Winston-Salem, N. C.

Bond Cleaners, Paris, Ky., recently celebrated its twenty-fifth anniversary. W. D. Shriver, founder of the firm, retired from the business in 1956, selling it to his two sons, Joe and Larry.

Charley Dixon, proprietor of Westside Cleaners, Gretna, La., has opened Launderama, featuring coin-operated equipment, at 2041 Lafayette St.

Master Cleaners of Columbia, S. C., recently opened a new establishment at 3351 Forest Dr. Leon Cooper, Jr., is the manager.

Leonard G. Mullin, owner of Mullin's Dry Cleaning & Laundry on Main St., Cynthia, Ky., is constructing a building on Court St. to house Mullin's Wash & Dry, featuring coin-operated equipment.

A grand opening was held recently at Swiss Drive-In Cleaners' new headquarters, 800 W. Powell St., Dothan, Ala. The firm is owned by Hansel Kirkland.

Town Cleaners, Denton, Md., has just completed installation of new equipment, according to Marvin Chambers, owner.

One Hour Cleaners has been opened on Broad St., Brevard, N. C., according to a recent announcement.

OBITUARIES

John Emile, 35, Southeastern district sales manager of Forse Corporation, Anderson, Indiana, and Ray Solomon, 31, vice-president and sales manager, died as the result of an airplane crash at Anderson on January 13. Mr. Emile and the pilot were killed instantly and Mr. Solomon died of burns several hours later.

Mr. Emile was a native of Jacksonville, Florida. In 1945 he moved to Miami and opened one of the first service-type

Are YOU missing
this juicy

PLUS

volume
AND
profit?

There's **BIG PROFIT** in
DYEING thru
GENERAL

No investment. No overhead. Extra customer satisfaction and good will. 25 years growing nationwide service, all under one roof. All work fully guaranteed.



7 Profit-making Extras for YOU!

1. DYEING—garments and household goods—fully or semi-finished
2. RUGS—cleaned, dyed, finished. Any size rug or carpet, any grade of finish
3. RE-WEAVING—invisible repairs of cuts, tears, burns, moth damage
4. LEATHER—suede and leather cleaning, dyeing, finishing
5. STORAGE—refrigerated, moisture-controlled vaults for furs, woollens
6. PILLOWS—cleaned and renovated—fluffed, sterilized, deodorized
7. FURS—cleaned and revitalized by furrier method. Not drycleaned

**FREE! Write today for handsome
brochure and confidential whole-
sale prices**



General Dyeing Co.

818 DORMAN ST., INDIANAPOLIS, IND.

laundrettes in the area. Surviving are his wife and daughter.

Mr. Solomon joined the Forse organization in March 1955 as national sales manager, and later that year was advanced to vice-president. He served in the U. S. Navy, and following his discharge was sales manager, first for Conlon-Moore Corporation and then for Gerber Enterprises, both of Chicago. Before joining Forse, he occupied a top sales post for the Norge Division of Borg-Warner Corporation. Surviving are his wife and two sons.

Paul Marcus, first president of the statewide Neighborhood Cleaners Associations, New York, died on January 21, 1959. Mr. Marcus fell victim to a disease which slowly robs the sufferer of the use of his limbs. He was a board member and officer of the New York City NCA for many years.

Max Neumark, president of Illinois Cleaners & Dyers, Inc., St. Charles, Illinois, died recently. Mr. Neumark was a charter member of the West Suburban Cleaners and Dyers Association and was its president from 1938-39. He was an active member of Odd Fellows and Masons. Surviving are his wife, two sons and a daughter.

Eugene (Gene) S. Weil, well-known allied tradesman, died in Miami on February 25. Mr. Weil, one of the original incorporators of G. S. Robins & Company of St. Louis, was vice-president of the firm at the time of his passing. He was a member of LCATA Major Distributors Committee and general chairman of District Committee No. VII. He was also a member of the Associated Drug and Chemical Industry of Missouri, St. Louis Section of the American Chemical Society, Alpha Chi Sigma, St. Louis Electroplaters Society, Missouri Athletic Club and Westwood Country Club. Surviving are his wife, two sons and a daughter.

NOW—YEAR ROUND SOLVENT TEMPERATURE CONTROL for synthetic or petroleum units WITH THE NEW IMPROVED BENTON SOL-TEMP*

ONE MINNEAPOLIS - HONEYWELL
DUAL MERCURY SWITCH GIVES A
3 DEGREE VARIATION AT THE DE-
SIRED SET TEMPERATURE.

HOLDS ANY TEMPERATURE AT A SET
POINT WITHIN ONE AND A HALF
DEGREES THE YEAR ROUND.

ELIMINATES

- human error
- color bleeding
- stubborn heat wrinkles
- shrinkage in washer

REDUCES

- sizing destruction
- fire, explosion hazard
- solvent discoloration
- many filter problems
- operator illness, discomfort
from fumes

SATISFIED USERS

MISSISSIPPI STATE COLLEGE LAUNDRY, Starkville, Miss.
LANDERS LAUNDRY & CLEANERS, Atlanta, Ga.
DOMESTIC LAUNDRY, Gadsden, Ala.

For more information WRITE or phone Alpine 1-8141

BENTON SOL-TEMP CO.

2322 12th Ave. North, Birmingham, Alabama

*Patent Pending



Electric Controls
\$465.00*

*Does not include refrigerant
compressor

AVAILABLE NOW in com-
plete unit including Dunham-
Bush's Brunner-Metic Refriger-
ant Compressor

Jobber Inquiries Invited
Many Good Territories Open

ANNUAL CONVENTIONS

April 10, 11 and 12—North Dakota Laundry and Dry
Cleaners Association, Plainsman Hotel, Williston.

April 25 and 26—Connecticut Launderers & Cleaners Asso-
ciation, Inc., Hotel Statler, Hartford.

April 30, May 1 and 2—Pacific Northwest Launderers and
Dry Cleaners Association, Ridpath Hotel, Spokane,
Washington.

May 14, 15 and 16—Idaho Launderers and Cleaners Asso-
ciation, Rogerson Hotel, Twin Falls.

June 6 and 7—Southern Laundry and Cleaners Association,
Holiday Inn, Memphis, Tennessee.

June 17 and 18—North Carolina Association of Launderers
and Cleaners, Inc., Robert E. Lee Hotel, Winston-
Salem.

June 19 and 20—West Virginia Launderers & Drycleaners
Association, Beckley.

June 19, 20 and 21—California Drycleaners Association,
Claremont Hotel, Berkeley.

August 21, 22 and 23—Georgia Launderers and Cleaners
Association, Inc., Atlanta Biltmore Hotel, Atlanta.

September 24, 25 and 26—New York State Launderers &
Cleaners Association, Scaroon Manor, Schroon Lake.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

SOLVENT PLANT DOING \$250,000 IN 1958 (WITH SHIRT LAUNDRY ONLY) IN BUSINESS TWENTY-NINE YEARS BEST REPUTATION IN TOWN. GETTING \$1.50 FOR MEN'S SUITS AND PLAIN DRESSES. HAVE TO RETIRE. SIX ROUTES, SIX STORES, REQUIRES \$35,000 CASH. BALANCE CAN BE ARRANGED. ADDRESS: Box 8710, NATIONAL CLEANER & DYER. -2

Petroleum solvent plant, in the heart of Wisconsin's dairyland—Green County. Ideal plant for a couple to operate with a minimum of help. Equipment and building in A-1 shape. Real estate and equipment alone easily worth asking price. Must be seen to be appreciated. ADDRESS: Box 8753, NATIONAL CLEANER & DYER. -2

FOR SALE—Complete laundry and drycleaning plant with \$100,000 annual volume in growing north Georgia community. Drycleaning two-thirds of total volume. Price \$50,000, \$15,000 down, balance \$5,000 yearly. P. O. Box 12074, Northside Branch, Atlanta, Ga. 8734-2

FOR SALE: Modern synthetic cleaning plant located in northern Indiana. Gross sales \$60,000. All new synthetic equipment. Will sell on contract. ADDRESS: Box 8755, NATIONAL CLEANER & DYER. -2

For lease with option to buy fully equipped solvent plant with shirt unit. Doing wholesale and retail business. Located in Springfield, Mass. No down-payment, only six months rent in advance. Contact: M. Gordon, 124 Gillette Avenue, Springfield, Mass., RE 4-4680. 8760-2

FOR SALE—Small petroleum drycleaning plant, in central New York State. Now in complete operation, 2 extra outlets, living quarters, extra vacant lot next door. All this for \$10,000. Write for more details, if interested. ADDRESS: Box 8762, NATIONAL CLEANER & DYER. -2

CENTRAL ILLINOIS: ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING \$18,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8763, NATIONAL CLEANER & DYER. -2

Petroleum cleaning plant. Eastern Montana. County seat of over 2,000 population. Mostly cash-and-carry. Doing \$12,000 yearly. Ideal for couple—low overhead. Price \$8,000, \$5,000 down. Information ADDRESS: Box 8764, NATIONAL CLEANER & DYER. -2

Synthetic plant—complete, established 10 years. All cash-and-carry. City of 10,000, Northwestern New York. Excellent chance for a couple wanting to start in business. \$6,000 cash. For details ADDRESS: Box 8765, NATIONAL CLEANER & DYER. -2

Solvent plant Plainfield, N. J., area. Last year's gross \$75,000. Approximate 70% cash-and-carry with \$1.20 basic price. One route. With or without real estate. Principals only. ADDRESS: Box 8766, NATIONAL CLEANER & DYER. -2

Solvent plant in small Maryland city west of Baltimore—established 33 years—owner retiring. ADDRESS: Box 8767, NATIONAL CLEANER & DYER. -2

CALIFORNIA: IN THE SUNNY SAN JOAQUIN VALLEY. Well-equipped perc plant, Sanitone franchise, growing town, farming, manufacturing. First time on the market. Owner retiring from business. Present approximate gross receipts \$40,000. Excellent for family. Long-term lease arranged \$135 per month. Full price \$30,000. ADDRESS: Box 8768, NATIONAL CLEANER & DYER. -2

PHOENIX, ARIZONA—Synthetic drycleaning plant, Detrex-Coronet, established 3 years. \$19,000—terms. ADDRESS: Box 8769, NATIONAL CLEANER & DYER. -2

Finest cleaning plant in growing city of 20,000. Two locations. Gross over \$50,000. Will sell for replacement price of equipment and machinery, about \$35,000. Owner wishes to retire after 37 years. Write P. O. Box 206, Poplar Bluff, Missouri. 8770-2

MIAMI, FLORIDA. PETROLEUM PLANT. YEARLY VOLUME \$75,000. LONG-TERM LEASE PROPERTY. ASKING \$75,000. ADDRESS: Box 8779, NATIONAL CLEANER & DYER. -2

CONNECTICUT: Complete synthetic plant and shirt laundry, Gross \$35,000. 1956 truck. Drive-in only. Plant in town of 5,000. Personal reasons for selling. Make offer. ADDRESS: Box 8780, NATIONAL CLEANER & DYER. -2

WESTERN MONTANA—Modern solvent plant in growing town, \$20,000 gross sales. Couple can net \$9,000. Cash necessary \$13,000. ADDRESS: Box 8781, NATIONAL CLEANER & DYER. -2

Complete solvent plant. Ideal location in northern Arizona. Long-established, lucrative business, with high potential for increase. 1958 gross \$26,000. Selling price \$15,000, one-half down, or \$14,000 cash. Owner retiring. ADDRESS: Box 8782, NATIONAL CLEANER & DYER. -2

Southern Michigan drive-in petroleum plant and shirt laundry. Owner retiring. Up-to-date equipment with 4% charge system with conductivity control on washer-extractor machine. Gross \$90,000. Selling price \$15,000 down. Long lease on building. Near shopping center. ADDRESS: Box 8783, NATIONAL CLEANER & DYER. -2

Well-equipped cleaning plant. Cash-and-carry price. Plenty of parking, good prices. 4932 E. Thomas Road, Phoenix, Arizona. 8784-2

Denver, Colorado. Modern synthetic drycleaning plant, ideal situation for couple. Retail cash-and-carry. Excellent opportunity on small investment. For details write 4301 West 44th Avenue, Denver 12, Colorado. 8790-2

PHILADELPHIA, PETROLEUM PLANT, HOFFMAN MACHINERY 4 years old, BOILER 30 HP. 1 year old, established 13 years, GROSS BUSINESS \$55,000. 2 buildings with apartments. TOBEN—PI-2-4000. 8791-2

CLEANING PLANTS WANTED

Wanted to rent or lease with option to buy, or partnership, medium-size synthetic plant, Florida, California or Arizona. 20 years experience in cleaning and spotting, capable of supervising and training employees for any job in the plant. ADDRESS: Box 8761, NATIONAL CLEANER & DYER. -1

BUSINESS OPPORTUNITIES

\$20 PROFIT FOR ONE HOUR'S WORK! These are normal, usual earnings made by skilled carpet reweavers working on-location for homes, offices, institutions, insurance companies. We will show you this easy-to-learn work so you can make invisible repairs to small damages in rugs and carpets. Make burns, tears, cuts disappear. Save valuable floor coverings for customers, earn big profits for yourself. Details FREE. Write Carleton, Dept. CD, 1201 W. Rosemont, Chicago 40, Illinois. 8694-11

SITUATIONS WANTED

Manager's position wanted in plant where 23 years experience is appreciated, where a future is secure. Strictly sober. **ADDRESS:** Box 8658, **NATIONAL CLEANER & DYER.** -5

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS:** Box 8714, **NATIONAL CLEANER & DYER.** -5

TOP QUALITY man desires position as **PLANT MANAGER** or working foreman in solvent plant in Midwest, former owner of plant. Best of references, married, presently employed. **ADDRESS:** Box 8774, **NATIONAL CLEANER & DYER.** -5

Spotter or manager, New York City or suburban area. Honest, willing, hard and able worker. **ADDRESS:** Box 8778, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING PLANT MANAGER: Position wanted. First-class organizer, production and quality man looking for steady job anywhere in the U. S. Age 45, with 20 years experience. **ADDRESS:** Box 8785, **NATIONAL CLEANER & DYER.** -5

Expert silk and wool spotter. Thoroughly experienced in all phases of high quality drycleaning and production. Age 50, 27 years of experience. Desires steady position. Good references. **ADDRESS:** Box 8786, **NATIONAL CLEANER & DYER.** -5

SUPERVISOR, 33 years diversified experience in production, management and training, second generation in industry, NID graduate, age 49, married. Would like to participate in construction goals and ideals where there are no boundaries to inhibit growth and enthusiasm. Frank R. Hart, 507 Second Avenue, Bethlehem, Pa. 8787-5

HELP WANTED

Silk spotter. Immediate placement. Write Empire Dyeing & Cleaning Co.—40 Broad St.—Middletown, Conn. 8740-7

OUTSTANDING OPPORTUNITY for a young ambitious man who wants his own business. Must possess high management ability, knowledge of all phases of the laundry and drycleaning industry and experience in cost and quality control. Applicant must be capable of assuming full responsibility of plant doing \$400,000 annually. Owner wishes to retire. Excellent starting salary plus a profit-sharing plan whereby the right person can buy part ownership without a down payment, with the possibility of gaining full control on a ten-year plan. Plant located in the Middle West. Only men of high caliber need apply as all replies will be carefully screened. In replying give full information about yourself including marital status, education, experience, references and photo. All replies confidential. **ADDRESS:** Box 8741, **NATIONAL CLEANER & DYER.** -7

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. **ADDRESS:** Box 8775, **NATIONAL CLEANER & DYER.** -7

LAUNDRY and DRYCLEANING MANAGER for well-established firm. Must have high management ability, knowledge of all phases of the industry and experience in cost and quality control. Applicant must be capable of assuming full responsibility of plant doing \$40,000 annually. Very good starting wage plus a profit-sharing plan whereby the right person could gain part or full ownership without a capital investment. Only men of high caliber need apply as all replies will be carefully screened. Give full information about yourself in first reply including marital status, education, experience and references. All replies confidential. Please write Robert C. Evans, **EVANS LAUNDERERS & CLEANERS, 1204 HARRISON STREET, DAVENPORT, IOWA.** 8776-7

Plant manager. Fully experienced in all phases of drycleaning. To manage \$3,000 week plant in Boston area. Extremely attractive profit sharing arrangement. **ADDRESS:** Box 8792, **NATIONAL CLEANER & DYER.** -7

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 53 Auburn St., Concord, N. H.** 3635-25

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BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS** and verses. For **FREE** proofs write **DAVID LILLY CARTOONS**, Box 167, Long Beach, Calif. 8752-10

Suits double-breasted made single—\$9.95. Also lessons on any kind of tailoring by mail. Talis, 11 Pleasant Street, Worcester, Mass. 8789-10

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HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

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LEARN REWEAVING, ALTERATIONS, REPAIRS, pattern drafting, blocking, grading, pressing, pants making, men's and ladies' custom tailoring, in one of America's finest tailoring schools. Superior simplified training. Please write for free literature. Empire Institute of Tailoring, 422-A East 5th Street, Hazleton, Pennsylvania. 7129-15

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SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

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LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loeb's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 8742-12

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SAVE 60% ON TALONZIPPERS—1 dozen Talon trousers zippers \$1.50 (store price \$4.20)—100 only \$11.50. We send you free our price list with amazing bargains in Talonzippers, leatherpatches, knitted cuffs, buttons, thread, complete trimmings line. Nassau Notionhouse, Nassau, N. Y. 8596-42

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Suede and Leather garments cleaned and refinished. We also change the color of suede. Send for price list. **Advance Leather Coloring**, 1628 Pitkin Avenue, Brooklyn 12, N. Y. 5849-13

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HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS**. Original French weaving, reweaving, stoving, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

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FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. **French Textile Co.**, Dept. N, 428 Avenue A, Rochester 21, N.Y. 5831-29

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MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS**, 125 West 5th Street, Cincinnati 2, Ohio. 7369-29

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REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. **R. M. WEISSERT**, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

MISCELLANEOUS

ANDREA MEASURING CHART, it takes length and width at the same time. **CUTS CHECKER'S TIME IN HALF.** M. Andreas, 156 East 88th St., New York 28, N. Y. 8777-8

WEDDING GOWNS expertly cleaned and processed for storage. Hermetically sealed in beautiful chest. Liberal discount. Retail price \$25 and up. **Carwile's Custom Cleaners**, 1725 Madison Avenue, Memphis 4, Tenn. 8788-8

MACHINERY WANTED

WANTED—USED DETREX CLEANING MACHINES—any amount, any condition—30 lbs. or larger. **ADDRESS:** Box 8705, **NATIONAL CLEANER & DYER.** -3

MACHINERY FOR SALE

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS** **MECHANICALLY EQUAL TO NEW.** **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48 and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent savers, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 8434-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available laundry and drycleaning equipment from several modern plants. Price reasonable, with terms. Request availability list without obligation. 8436-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrette. List the machines you have for sale with us. 8437-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 9th Street, Long Island City 1, N. Y., Still well 6-6666. 8291-4

40" extractor, Hoffman motor-driven, Monel basket, electric controls. Like new. Neild, Charles at 22nd, Baltimore, Maryland. 8735-4

F-H TOPPERMATIC automatically finishes trouser tops. Uncrated, never used. Only 40 days old. Excellent operation. Sacrifice for quick sale. **Banner Laundry & Cleaner**, Ligonier, Indiana. 8736-4

Mercury 140°F. safety tumblers, reconditioned. Bargain price \$300. **MARTIN EQUIPMENT CO.**, Cincinnati 12, Ohio. 8737-4

TWO MONARCH TWIN TUB LAUNDRY WASHERS, with coin taker. Used one month. \$800 each. Miller, 2617 N.E. 26th Avenue, Ft. Lauderdale, Florida. 8771-4

\$1,500—Complete Hoffman 140 F drycleaning unit. Now running at Van's Cleaners, 8338 La Mesa Blvd., La Mesa, California. HO-6-5992. 8772-4

Complete synthetic package plant: Sec cleaning unit, Martin reclaimers, 2000 gallon tubular filter, Per-Claimer, Hoffman presses, 5 HP. Kisco boiler, return system, air vacuum, Cissell spotting board, puff irons, etc. 1646 Hoffner St., Cincinnati 23, Ohio. Phone: MULberry 1-4569—KI 1-5674. 8773-4

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The Customers Always Write

Never Too Late

To the Editor:

Would like to have the names of the detergent manufacturers in the March issue 1958 of NATIONAL CLEANER & DYER magazine. The article was under the heading, "The Charged System." The article said names would be supplied upon written request. Hope I haven't waited too long.

GEORGE F. POWELL
Powell Cleaners
Elkhart, Kans.

Guidebook in Africa

To the Editor:

I am enclosing a draft for a year's subscription for The NATIONAL CLEANER & DYER.

It may be of interest to you that the layout and marking and sorting system in my plant has been arranged on the lines set out in one of your year-books. I found this book in the plant I was working in at the time. Although not everything practiced in the States can be taken over, we are still a bit lagging behind here. There are lots of useful information and tips in your magazine, so that they are always handy to keep as a reference.

B. COLLIGMON
Orkney Dry Cleaners
Orkney, Transvaal
Union of South Africa

Spotting Quiz Correction

To the Editor:

There was an error on the question in Part 2 relative to bleaches. We asked that they mark with an O those bleaches that were oxidizing bleaches. In the questionnaire giving the answers there is an O after Titanium Sulfate. This is an error. It, of course, is a reducing agent. That O should have been placed after Hydrogen Peroxide. Probably someone has already brought this to your attention.

CORT ANTONSON

U. S. Solvent Use

To the Editor:

We would appreciate it very much if you would be kind enough to give us the following information which our association is desirous of obtaining:

1—Approximately what percentage of plants in the U.S.A. or in the New York area use synthetic solvent and what percentage use the other solvents such as 140° F., Stoddard, etc?

2—When properly used, does one type of solvent vary very much from the other in the question of cost?

3—Are there any fire regulations which enforce the use of one solvent or the other?

4—Generally speaking, does the type of solvent have any bearing on the prices charged by the plants?

5—The very large plants such as the chains . . . what type of solvent do they use?

Rest assured that we shall greatly appreciate this information from you and thank you in anticipation for the attention we feel certain you shall give this letter.

ROBERTO HOMAR
Principado Modern Dry Cleaning, Inc.
Santurce, Puerto Rico

There has been a decided swing to perchlorethylene drycleaning in the United States in recent years. In 1948 one plant out of five used this type of solvent. In our last Government Business Census, they had increased to one plant out of three. Machinery sales last year were five to one in favor of perchlorethylene equipment.

There is little or no difference in cost or quality of cleaning, all things being equal, when they are properly used.

One of the reasons why perchlorethylene has had such a great acceptance is that fire ordinances in our larger cities preclude the use of petroleum solvents. As you know, synthetic solvent is nonflammable.

The type of solvent used has little or no bearing on the prices charged by cleaners. There are quality cleaners as well as discount operators using both types of solvent.

Up to now the larger plants have used petroleum solvent and continue

to. One reason is that, until recently, the maximum load sizes in synthetic machines has been 25 and 50 pounds. Manufacturers are now producing 100-pound machines, and it is possible that even larger sizes may soon be available—the type needed by the high-production plants.—EDITOR

Wants To Learn

To the Editor:

I am trying to learn to press here in the cleaning plant, but we don't have any experienced men. So will you please send me some literature on how to press? I would like to know what lays to make, and the follow-throughs. I have your Guidebook Issue of the Drycleaning Industry of March 1958, but it does not give any illustrations on how to be a presser. So will you help me in any way you can?

No. X
Missouri State Penitentiary

Charge Accounts Contemplated

To the Editor:

We are considering starting charge account business at the present time.

What information can you send me along this line of business? Also, where can I obtain help in the starting of charge accounts? Do you know of any plant in our area that does maintain this type of an account? I would certainly appreciate receiving word from you.

VICTOR A. COGNETTA
Sales Manager
Stapleton Service Laundry
Staten Island, N. Y.

Motivation for Brewery

To the Editor:

We would like to receive two reprints of "Hiring, Training and Motivating your Sales Personnel (Feature Article)." This was advertised in the Distribution Data Guide of November/58, Volume V, Number 11, and carried the reference # 118-96.

R. C. AINSWORTH
Advertising Manager, Quebec
O'Keefe Brewing Company Limited
Montreal, Canada

The Distribution Data Guide is a monthly listing of source material for business published by the U. S. Department of Commerce.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the dry-cleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

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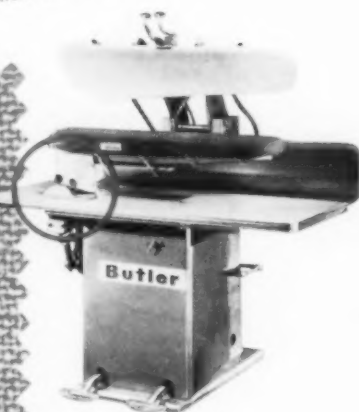
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easy, fast, foolproof — no risk of shine, no chance of a poor finish. With Fabric-Feel, even the inexperienced operator gets into volume, quality production faster.

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